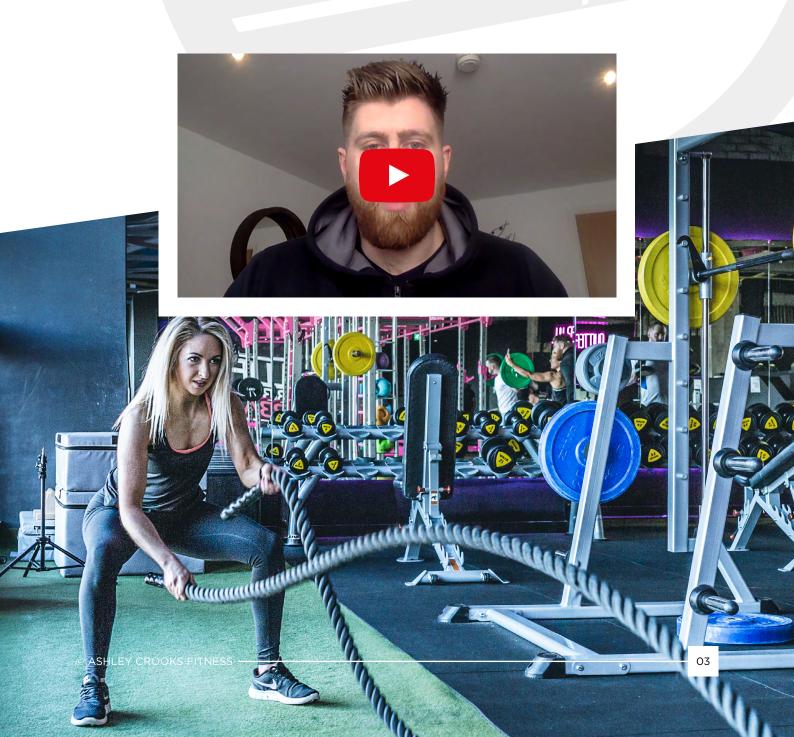




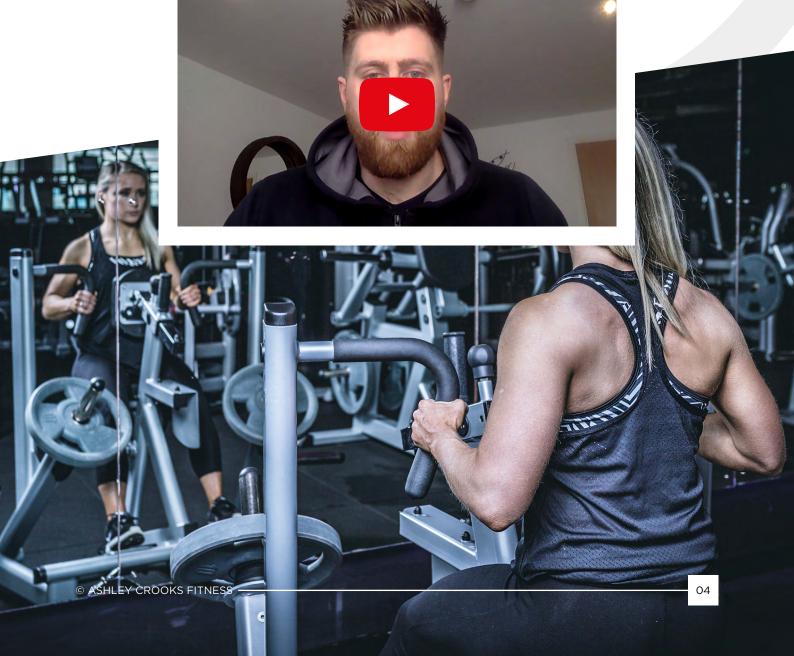
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INTRO DUCTION



CHOOSING YOUR TEMPLATE





Deciding on where you are currently with your nutrition and training habits will determine the length of time the pre-diet phase may take.

On average, this could be 2-8 weeks of gradually increasing calories and activity, before jumping into this nutrition and training program.

If you're coming from a low calorie and low carbohydrate background, then you'll need to go through a pre-diet phase. Here, you'll likely need to bridge the gap between where you are now, and where you should in order to lose body fat and weight!

If you've been under consuming calories and the gap to bridge your calories to the set points in the BluePrint is several hundred calories, then you can expect to still lose body fat and weight as you are still in a caloric deficit.

DETERMINING MAINTENANCE

In order to find your current set point, I would like you to track your food intake for a few weeks. Now since you're female, we do need to look at things across a monthly pattern, especially in line with your menstrual cycle.

(To see more about assessments, skip to the assessment section).

This means it could take 4-6 weeks to see a pattern or to get any conclusive data. Further into this, I've used a quicker method to pre-determine calorie starting points which goes off your bodyweight.

To determine your maintenance, you will need to take **daily** weigh-ins, and you'll also need to track your calorie intake.

Using the guideline rule that 1 lb (pound) of body fat has roughly 3,500 kCal, we can then work out if you're in a caloric deficit, maintenance or a surplus (gaining weight).

For example, you lose 0.2lbs in the first week, 0.2x 3500 = 700kCal deficit per week.

Add approximately 5-10% calories for the next week, set your protein at a consistent rate of 1.0-1.5 g/lb body weight.

So if you're 120lbs... your protein intake might be anywhere from 120-180g. (**Protein is 4** calories per gram).

Fat intake should total around 30-40% of your total calorie intake, e.g $1200 \times 0.4 = 480$ calories from fat. We'll then divide this by 9 (there's **9 calories per gram of fat**) = 53g to get this into grams.

Note the above references 1,200 calories. This is an example of someone coming in from a low-calorie diet. I don't want you down this low!

The rest of your calories will now come from carbohydrates (which are **4 calories per gram** of carbohydrate).

The weekly increases in calories, will come from carbohydrates.

Repeat this process until you have bridged the gap to your selected template.

Now, further in you'll need to determine your lean body mass (LBM) depending on current body fat - You may use skin fold measurements to determine this, or you can use methods such as BodPod, or BIA scales. None of these are a golden standard by any means, but it will give you an estimate to work with.



The first step in beginning your journey with The BluePrint is determining which calorie template is for you.

Depending upon which category you fall into, please choose the appropriate option below:

2000 kCal

Your current body weight is 140-145lbs+

1800 kCal

Your current body weight is 125-139lbs

1600 kCal

Your current body weight is less than 125lbs

What if my body weight is at the upper end of the scale?

e.g. Your current body weight is 137lbs.

We advise you to start on the higher calorie template. The higher you start on the calories and still be within a caloric deficit the better. If you are on the boundary of each limit by +/- 2-3lbs, then opt for the higher caloric intake for now.

Seems weird or counterintuitive... but you'll thank me!

You can always come back and select a lower calorie intake further down the line.

What if I have an immediate short term goal?

Let's say you have a minimum 6 weeks to look as good as you possible can. Perhaps a social occasion, a wedding or a holiday.

We suggest you pick a caloric intake BELOW that which we have recommended for your body weight.

E.g. You weigh 135lbs but wish to drop weight at a quicker rate than we recommend. Then select the 1,600 calorie option to begin with and skip weeks 1-6.

Note: At this weight you would've normally selected the 1,800 calorie option.



Before we begin to talk about calories and macronutrients and begin to plan and create your nutrition plans... what exactly are macros?

In layman terms, we have 3 key macronutrients...

Protein Carbohydrates Fats

We also can include alcohol as a macro nutrient, although it's far from essential. Macronutrients will be the **building blocks** of your nutrition.

Before we start to build a nutrition plan, let's look at each in a little further detail.

PROTEIN

4kCal per gram.

50g protein = 200 calories.

On a side note, 50g of a protein source such as chicken fillet, does not equal 50g of protein. Do not get confused.

It's not simply 1g of food = 1g of protein...

Approximately 200g of uncooked chicken fillets, equals 50g protein.

Protein is a key macronutrient and when it comes to building your meals, this will be **the first** macro nutrient that you will want to focus on.

Protein is made up from amino acids and is the building blocks of living organisms.

Adequate protein intake is critical for overall health and can be great for lowering hunger levels between meals.

CARBOHYDRATES

Like protein, carbohydrates have 4kCal per gram.

First up, carbohydrates are not the devil. The danger is in the dose, but we have taken care of that as part of your plan.

Carbohydrates are your body's main energy source but, they are also protein sparing. This means they help **prevent** muscle tissue loss. Remember we want to focus on fat loss!

FAT

9kCal per gram.

Eating fat does not make you fat, excess calories do!

Benefits include hormone production, transporting key vitamins and nerve function.

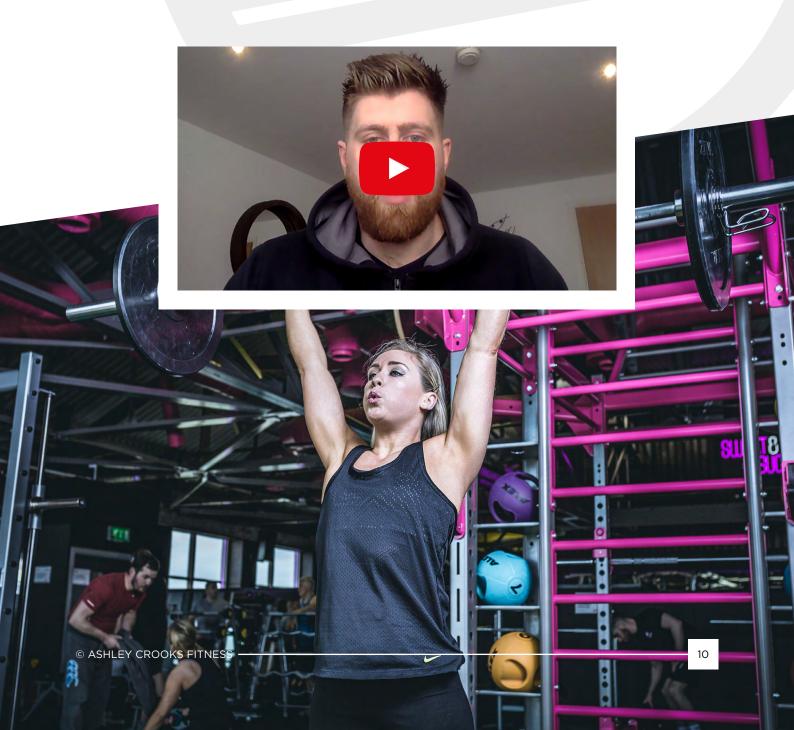
This is crucial here. Commonly, as women drop their calories and their fats too low, they can **drastically alter** their hormone production. What's more, following the advice listed here you'll feel fuller between meals, have a stronger immune system and better energy availability.

Hitting your macros, how close do you need to get?

You do not need to hit each macronutrient totally... exactly... per day, nor per meal. Remember, this is a flexible dieting method.

We will discuss more about the 3 tier hierarchy later in the BluePrint. If you skip to the section regarding eating out and alcohol, you will be able to see a system that you can use to enable you to stay on track while manipulating macros.







We wish to outline and expand on your new nutrition plan so you can understand it better and be able to make any manipulations as you go through this journey.

Your nutrition protocol has been broken into **4 stages**. Each with a distinct purpose.

Your journey has been mapped out for you, and to avoid any fat loss plateaus, we've made adjustments every 4th week.

As plateau commonly occurs, this will help you to stop making those "2-steps forward, 1-step back" weeks that frequently occur.

PHASE 1 (WEEK 1-3)

To begin with, we set you up in a simple caloric deficit. In layman terms, you need to eat less (to a certain degree) to lose body fat. Simple.

When it comes to a fat loss journey, we want to have a nutrition 'toolbox'.

What does this mean?

On average, you can expect to get up to perhaps 6-8 weeks before you may need to tweak your nutrition plan. Here with the BluePrint, we've done this for you. As this is formatted over a 12 week period to keep fat loss ticking over, we've made calorie and macro adjustments for you, **every 4th week**, just to be extra sure.

However, if your end goal is further away than 12 weeks, then here is what we want you to do. When you begin, you will follow week 1-3 firstly.

We hope to see fat loss occur immediately during this period, and we've created the simplest of calorie deficit for you. Same calories per day with a small tweak in carbohydrate and fat intake on rest days.

If at the end of week 3, and you are still losing body fat on the principles of week 1-3, we **do not want you to progress to stage 2**... just yet. You're still adapting and want to get as much as possible.

We would like you to expend phase 1 first before moving onto phase 2. As the saying goes, if something isn't broke, don't fix it!

Once fat loss has stalled, then we advise you to move onto the next phase. We'd like you to use this principle for each phase and this might mean then your nutrition protocol could last up to 24-36 weeks, depending upon your starting point. Value for money eh?

PHASE 2 (WEEK 4-6)

Once you have entered phase 2 of the BluePrint, we've set up your next change for you.

You will notice a drop in calories on each rest day. We've reduced calories from either your carbohydrates or fats for you.

This small tweak means we've now dropped approximately 1,000 calories off across the week, depending upon how many rest days you take. We recommend 2 rest days per week, but this is flexible.

No changes have been made to your training day calorie and macro intake. The more you train, the more carbohydrates you can enjoy!

Like in Phase 1, we ask you to expend all fat loss efforts before moving into Phase 3. Please don't be tempted to skip.

PHASE 3 (WEEK 7-9)

We hope by now that you have clear and visible results in your physique, both in assessments and visually. Your friends and family will likely start to notice by now... which is an amazing boost to keep you going.

In Phase 3, we really start to get into some more advanced protocols for fat loss. You didn't think it would be that easy, did you!?

You may be familiar with the phrase 'carb cycling' and this is exactly what we are going to do in phase 3, and even more in-depth in phase 4.

We've set you up with a 3 day carb cycle.

Now it's relatively straight forward here. You'll the follow the plan day 1-3 and then repeat. Training days and rest days can be altered to suit you and your lifestyle. Where you place a rest day is down to you.

Example (TD= Training Day R=Rest)

DAY OF THE WEEK			
Monday	TD	TD	R
Tuesday	TD	R	TD
Wednesday	R	TD	TD
Thursday	TD	TD	TD
Friday	TD	R	R
Saturday	R	R	TD
Sunday	R	TD	R

The above table is just a few examples of how you can structure your week around you.

Again, just like the end of the phase 1 and 2, we ask that you expend all fat loss attempts before progressing to Phase 4.

PHASE 4 (WEEK 9-12)

You are now about to enter the most advanced part of your plan.

We've scheduled a 5 day carb cycle, progressing from a more simplistic 3 day model... to the big one.

Each day we chop and change carbohydrate intake, including a rest day with carbohydrates coming simply from non-starchy vegetable sources only (see food bank).

The actual order of which days go where honestly doesn't really matter. What we do suggest is leaving your higher carbohydrate intake for the hardest training session of the week. Use your own judgement on that.

The table below outlines a few examples on placement of certain days. As long as you have planned each day of the cycle over a 5 day period, you are good to go.

DAY OF THE WEEK					
Monday	1	1	5		
Tuesday	2	2	4		
Wednesday	3	5	3		
Thursday	5	3	2		
Friday	4	4	1		
Saturday	1	1	3		
Sunday	3	2	5		



Week 1-3 // Training Day

	Р	150	С	150	F	90	kCal	2010
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		40	480
Meal 2	30		25	345
Meal 3	30	45	15	435
Train				
PWO	30	30		240
Meal 4	30	75	10	510

Example

Meal 1	3x whole eggs, 2x bacon medallions (cooked in 10g butter), 20g cashews
Meal 2	125g chicken fillet (cooked 5g coconut oil), 1/2 medium avocado, spinach
Meal 3	125g venison steak (cooked 5g butter), 125g Uncle Bens microwaveable rice,

TRAIN

PWO	25g whey protein, 30g skittles
Meal 4	250g total 0% fat free greek yoghurt, 75g coco pops, 400ml unsweetened almond milk



Week 1-3 // Rest Day

P 1	50 C	75	F	120	kCal	1980
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		50	570
Meal 2	30		30	390
Meal 3	30		20	300
Meal 4	30	25	10	310
Meal 5	30	50	10	410

Example

Meal 1	125g salmon fillet, 30g cashews, kale, onions, 1x tablespoon olive oil
Meal 2	125 turkey fillet (cooked 5g coconut oil), 1x medium avocado, asparagus
Meal 3	100g cod fillet, 1x tablespoon (15g) peanut butter, broccoli, onions
Meal 4	125g chicken fillet (cooked 5g coconut oil), 100g sweet potato
Meal 5	Grenade Carb Killa, 40g porridge oats, 250ml unsweetened almond milk

Week 4-6 // Training Day

	P	150	С	150	F	90	kCal	2010
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		40	480
Meal 2	30		25	345
Meal 3	30	45	15	435
Train				
PWO	30	30		240
Meal 4	30	75	10	510

Example

Meal 1	4 whole egg omelette, 50g sliced ham, onions, peppers (cooked in 5g butter, 10g almonds
Meal 2	125g rump steak (cooked 5g coconut oil), 2x (30g) tablespoon cashew butter, spinach
Meal 3	100g chicken fillet (cooked 15g coconut oil), 200g baby boil potatoes, asparagus
TRAIN	
PWO	25g whey protein, 3x Jaffa cakes
Meal 4	250g total 0% fat free greek yoghurt, 90g coco pops, 400ml unsweetened almond milk

Week 4-6 // Rest Day

	P	150	С	75	F	80	kCal	1620
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		30	390
Meal 2	30		20	300
Meal 3	30		10	210
Meal 4	30	25	10	310
Meal 5	30	50	10	455

Example

Meal 1	1x (140g) steak burger, 1x grilled bacon medallion, 1x fried egg (stacked)
Meal 2	100g turkey fillet (cooked 5g coconut oil), 1/2x medium avocado, asparagus
Meal 3	100g cod fillet, 1x tablespoon (15g) peanut butter, broccoli, onions
Meal 4	150g chicken fillet (cooked 5g coconut oil), 30g uncooked basmati rice
Meal 5	Arla protein yoghurt, 50g crunchy nut, 400ml unsweetened almond milk

Week 7-9 // 3 Day Carb Cycle

Day 1	P 150	C 150	F 90	kCal 2010
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		40	480
Meal 2	30		25	345
Meal 3	30	45	15	435
Train				
PWO	30	30		240
Meal 4	30	75	10	510

Example

Meal 1	3x whole eggs, 2x bacon medallions (cooked in 10g butter), 20g cashews
Meal 2	125g chicken fillet (cooked 5g coconut oil), 1/2 medium avocado, spinach
Meal 3	125g venison steak (cooked 5g butter), 125g Uncle Bens microwaveable rice,
TRAIN	
PWO	25g whey protein, 30g skittles
Meal 4	250g total 0% fat free greek yoghurt, 75g coco pops, 400ml

unsweetened almond milk

Week 7-9 // 3 Day Carb Cycle

Day 2	P 150	C 100	F	90	kCal	1810
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		40	480
Meal 2	30		25	345
Meal 3	30	30	15	375
Train				
PWO	30	30		240
Meal 4	30	40	10	370

Example

Meal 1	150g fillet steak (cooked 5g butter), 2x tablespoon almond butter (30g), spinach
Meal 2	150g chicken fillet (cooked 5g coconut oil), 1x medium avocado, spinach
Meal 3	170g total 0% fat free greek yoghurt, 2x lightly salted rice cakes, 30g almonds
TRAIN	
PWO	25g whey protein, 20g haribo star mix
Meal 4	150g lean ham slices, 1x wholemeal bagel, 5g spread butter, rocket

Week 7-9 // 3 Day Carb Cycle

Day 3 P 150 C 50 F 90 kCal 1610

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		30	390
Meal 2	30		20	300
Meal 3	30		15	255
Meal 4	30		15	255
Meal 5	30	50	10	410

Example

Meal 1	1x (130g) steak burger, 25g almonds
Meal 2	100g turkey fillet (cooked 5g coconut oil), 1/2x medium avocado, asparagus
Meal 3	100g cod fillet, 1x tablespoon (15g) peanut butter, broccoli, onions
Meal 4	100g chicken fillet (cooked 5g coconut oil), 15g almonds
Meal 5	170g total 0% fat free greek yoghurt, 120g Special K, 400ml unsweetened almond milk

Week 10-12 // 5 Day Carb Cycle

Day 1 P 150 C 150 F 90 kCal 2010

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30	30	40	600
Meal 2	30	30	25	345
Meal 3	30	30	15	375
Train				
PWO	30	15		180
Meal 4	30	45	10	390

Example

Meal 1	Arla protein yoghurt, 30g porridge oats, 1x tablespoon (15g) peanut butter, 40g cashew nuts
Meal 2	150g salmon fillet, 100g sweet potato, 20g almonds, kale
Meal 3	2x choc chip snack a jacks, fulfil protein bar, 15g cashews
TRAIN	
PWO	25g whey protein, 20g skittles
Meal 4	150g chicken fillet (cooked 5g coconut oil), 200g baby boil potatoes, spinach

Week 10-12 // 5 Day Carb Cycle

Day 2 P 150 C 125 F 90 kCal 1910

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		40	480
Meal 2	30	30	25	465
Meal 3	30	30	15	375
Train				
PWO	30	25		220
Meal 4	30	40	10	370

Example

Meal 1	3 whole egg omelette, cooked 5g butter, onions, peppers, 50g feta cheese
Meal 2	150g prawns, cooked 5g coconut oil, 25g uncooked basmati rice, onions, peppers, 15g almonds
Meal 3	125g chicken fillet (cooked 5g coconut oil), 150g baby boil potatoes, spinach, 1x tablespoon (15g) peanut butter
TRAIN	
PWO	25g whey protein, 30 skittles
Meal 4	Arla protein yoghurt, 50g Kelloggs Frosties, 400ml unsweetened almond milk

Week 10-12 // 5 Day Carb Cycle

Day 3 P 150 C 100 F 90 kCal 1810

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		40	480
Meal 2	30		25	345
Meal 3	30	30	15	375
Train				
PWO	30	25		220
Meal 4	30	45	10	390

Example

Meal 1	3x whole eggs, 2x bacon medallions (cooked in 10g butter), 20g cashews
Meal 2	125g chicken fillet (cooked 5g coconut oil), 1/2 medium avocado, spinach
Meal 3	125g venison steak (cooked 5g butter), 25g uncooked basmati rice
TRAIN	
PWO	25g whey protein, 30g skittles
Meal 4	250g total 0% fat free greek yoghurt, 45g coco pops, 400ml unsweetened almond milk

Week 10-12 // 5 Day Carb Cycle

Day 4 P 150 C 75 F 90 kCal 1710

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		40	480
Meal 2	30		25	345
Meal 3	30		15	255
Train				
PWO	30	25		220
Meal 4	30	50	10	410

Example

Meal 1	3x grilled venison sausages, 30g almonds, tomatoes, spinach, kale
Meal 2	150g salmon fillet, 50g feta cheese, asparagus
Meal 3	100g chicken fillet grilled, 15g cashews
TRAIN	
PWO	25g whey protein, 2x Jaffa cakes
Meal 4	1x bagel, 15g peanut butter spread, 170g total greek yoghurt

Week 10-12 // 5 Day Carb Cycle

Day 5 - Rest Day

P	150







C 30 F 90 kCal 1530

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		30	390
Meal 2	30		20	300
Meal 3	30		15	255
Meal 4	30		15	255
Meal 5	30		10	210

^{*30}g carbohydrate allowance for vegetables only

Example

Meal 1	1x (130g) steak burger, 1x grilled bacon medallion, stacked with onions, peppers, mushrooms
Meal 2	100g turkey fillet (cooked 5g coconut oil), 1/2x medium avocado, asparagus
Meal 3	100g cod fillet, 1x tablespoon peanut butter (15g), broccoli, onions
Meal 4	125g lean steak mince (cooked 5g butter), onions, peppers, kale
Meal 5	100g prawns (cooked 5g coconut oil), 15g cashews, onions, spinach

MACRO TEMPLATE 1800

1800 - 125-139lbs

Week 1-3 // Training Day

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		30	390
Meal 2	30		20	300
Meal 3	30	45	10	390
Train				
PWO	30	30		240
Meal 4	30	75	10	510

Example

Meal 1	3x whole eggs,2x bacon medallions (cooked in 5g butter),15g cashews
Meal 2	125g chicken fillet (cooked 5g coconut oil), 1/2 medium avocado, spinach
Meal 3	125g venison steak (cooked 5g butter), 125g Uncle Bens microwaveable rice
TDAIN	

TRAIN

PWO	25g whey protein, 30g skittles
Meal 4	250g total 0% fat free greek yoghurt, 75g coco pops, 400ml unsweetened almond milk



Week 1-3 // Rest Day

P	150	С	75	F	100	kCal	1800
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		40	480
Meal 2	30		30	390
Meal 3	30		10	210
Meal 4	30	25	10	310
Meal 5	30	50	10	410

Example

Meal 1	150g salmon fillet, 30g cashews, kale, onions
Meal 2	150g turkey fillet (cooked 5g coconut oil), 1/2x medium avocado, asparagus
Meal 3	150g cod fillet, 1x tablespoon peanut butter, broccoli, onions
Meal 4	150g chicken fillet (cooked 5g coconut oil), 250g sweet potato, 15g almonds
Meal 5	Grenade Carb Killa, 60g porridge oats, 250ml unsweetened almond milk, 100g pineapple slices

Week 4-6 // Training Day

	P	150	С	150	F	70	kCal	1830
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		30	390
Meal 2	30		20	300
Meal 3	30	45	10	390
Train				
PWO	30	30		240
Meal 4	30	75	10	510

Example

Meal 1	4 whole egg omelette, 50g sliced ham, onions, peppers (cooked in 5g butter), 10g almonds
Meal 2	125g rump steak (cooked 5g coconut oil), 1x (15g) tablespoon cashew butter, spinach
Meal 3	100g chicken fillet (cooked 5g coconut oil), 200g baby boil potatoes, asparagus
TRAIN	
PWO	25g whey protein, 3x Jaffa cakes
Meal 4	250g total 0% fat free greek yoghurt, 90g coco pops, 400ml unsweetened almond milk

Week 4-6 // Rest Day

	P	150	С	50	F	70	kCal	1430
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		20	300
Meal 2	30		15	255
Meal 3	30		15	255
Meal 4	30	25	10	310
Meal 5	30	25	10	310

Example

Meal 1	1x (140g) steak burger, 1x grilled bacon medallion
Meal 2	100g turkey fillet (grilled), 1/2 x medium avocado, asparagus
Meal 3	100g cod fillet, 1x tablespoon (15g) peanut butter, broccoli, onions
Meal 4	100g chicken fillet (cooked 5g coconut oil), 30g uncooked basmati rice
Meal 5	Arla protein yoghurt, 30g porridge oats, 400ml unsweetened almond milk

Week 7-9 // 3 Day Carb Cycle

Day 1	P 150	C 150	F 70	kCal 1830
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		30	390
Meal 2	30		20	300
Meal 3	30	45	10	390
Train				
PWO	30	30		240
Meal 4	30	75	10	510

Example

Meal 1	3x whole eggs,2x bacon medallions (cooked in 5g butter),15g cashews
Meal 2	125g chicken fillet (cooked 5g coconut oil), 1/2 medium avocado, spinach
Meal 3	125g venison steak (cooked 5g butter), 125g Uncle Bens microwaveable rice
TRAIN	
PWO	25g whey protein, 30g skittles
Meal 4	250g total 0% fat free greek yoghurt, 75g coco pops, 400ml unsweetened almond milk

Week 7-9 // 3 Day Carb Cycle

Day 2	P 150	C 100	F 70	kCal 1630
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		30	390
Meal 2	30		20	300
Meal 3	30		10	210
Train				
PWO	30	30		240
Meal 4	30	70	10	490

Example

Meal 1	150g fillet steak (cooked 5g butter), 1x tablespoon almond butter (15g), spinach
Meal 2	150g chicken fillet (cooked 5g coconut oil), 1x medium avocado, spinach
Meal 3	170g total 0% fat free greek yoghurt, 2x lightly salted rice cakes, 15g almonds
TRAIN	
PWO	25g whey protein, 20g haribo star mix
Meal 4	150g lean ham slices, 1x wholemeal bagel, 5g spread butter, rocket

Week 7-9 // 3 Day Carb Cycle

Day 3 - Rest Day

	P	150	С	50	F	70	kCal	1430
--	---	-----	---	----	---	----	------	------

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		20	300
Meal 2	30		15	255
Meal 3	30		15	255
Meal 4	30	25	10	310
Meal 5	30	25	10	310

Example

Meal 1	1x (130g) steak burger, spinach, onions, peppers
Meal 2	100g turkey fillet (cooked 5g coconut oil), 25g cashews, asparagus
Meal 3	100g cod fillet, 1x tablespoon peanut butter, broccoli, onions
Meal 4	100g chicken fillet (cooked 5g coconut oil), 15g almonds, 100g sweet potato
Meal 5	170g total 0% fat free greek yoghurt, 30g porridge oats, 400ml unsweetened almond milk

Week 10-12 // 5 Day Carb Cycle

Day 1 P 150 C 150 F 70 kCal 1830

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		30	390
Meal 2	30		20	300
Meal 3	30	45	10	390
Train				
PWO	30	30		240
Meal 4	30	75	10	510

Example

Meal 1	3x grilled venison sausages, 15g almonds, onions, peppers
Meal 2	150g salmon fillet, 10g walnuts, kale
Meal 3	4x choc chip snack a jacks, fulfil protein bar,
TRAIN	
PWO	25g whey protein, 40g skittles

Week 10-12 // 5 Day Carb Cycle

Day 2	P 150	C 125	F 70	kCal 1730
-------	-------	-------	------	-----------

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		30	390
Meal 2	30		20	300
Meal 3	30	20	10	290
Train				
PWO	30	30		240
Meal 4	30	75	10	510

Example

Meal 1	3 whole egg omelette, cooked 5g butter, onions, peppers,
Meal 2	150g prawns, cooked 5g coconut oil,1/2 medium avocado, onions, peppers, 15g almonds
Meal 3	125g chicken fillet (grilledl), 3x lightly salted rice cakes, 1x tablespoon (15g) peanut butter
TRAIN	
PWO	25g whey protein, 30 skittles
Meal 4	Arla protein yoghurt, 50g Kelloggs Frosties, 400ml unsweetened almond milk

Week 10-12 // 5 Day Carb Cycle

Day 3 P 150 C 100 F 70 kCal 1630

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		30	390
Meal 2	30		20	300
Meal 3	30		10	210
Train				
PWO	30	30		240
Meal 4	30	70	10	490

Example

Meal 1	3x whole eggs, 2x bacon medallions (cooked in 10g butter), 20g cashews
Meal 2	125g chicken fillet (cooked 5g coconut oil), 1/2 medium avocado, spinach
Meal 3	125g venison steak (cooked 5g butter),10g almonds
TRAIN	
PWO	25g whey protein, 30g skittles
Meal 4	250g total 0% fat free greek yoghurt, 60g coco pops, 400ml unsweetened almond milk

Week 10-12 // 5 Day Carb Cycle

Day 4 P 150 C 75 F 70 kCal 1530

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		30	390
Meal 2	30		20	300
Meal 3	30		10	210
Train				
PWO	30	25		220
Meal 4	30	50	10	410

Example

Meal 1	3x grilled venison sausages, tomatoes, spinach, kale
Meal 2	150g salmon fillet, 50g feta cheese, asparagus
Meal 3	100g chicken fillet grilled, 15g cashews
TRAIN	
PWO	25g whey protein, 2x Jaffa cakes
Meal 4	1x bagel, 15g peanut butter spread, 170g total greek yoghurt

1800 - 125-139lbs

Week 10-12 // 5 Day Carb Cycle

Day 5 - Rest Day

130	P	150
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C <50 F 70 kCal 1430

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	30		20	300
Meal 2	30		15	255
Meal 3	30		15	255
Meal 4	30		10	210
Meal 5	30		10	210

Example

Meal 1	1x (130g) steak burger, 1x grilled bacon medallion, stacked with onions, peppers, mushrooms
Meal 2	125g turkey fillet (cooked 5g coconut oil), asparagus
Meal 3	100g cod fillet, 1x tablespoon peanut butter (15g), broccoli, onions
Meal 4	125g lean steak mince (cooked 5g butter), onions, peppers, kale
Meal 5	100g prawns (cooked 5g coconut oil),onions, spinach

MACRO TEMPLATE 1600

1600 - less than 125lbs

Week 1-3 // Training Day

	P	140	С	150	F	50	kCal	1610
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28	20	15	327
Meal 2	28	25	15	347
Meal 3	28	25	10	302
Train				
PWO	28	30		232
Meal 4	28	50	10	402

Example

Meal 1	2x whole eggs, 35g porridge oats, 250ml unsweetened almond milk
Meal 2	100g chicken fillet (cooked 5g coconut oil), spinach, 30g uncooked basmati rice
Meal 3	150g venison steak (cooked 5g butter), 150g sweet potato, 15g almonds
TRAIN	
PWO	25g whey protein, 25g skittles
Meal 4	250g total 0% fat free greek yoghurt, 50g coco pops, 400ml unsweetened almond milk

MACRO TEMPLATE 1600

1600 - less than 125lbs

Week 1-3 // Rest Day

P 140	C 75	F 80	kCal 1580
-------	-------------	------	-----------

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28		25	337
Meal 2	28		20	292
Meal 3	28		15	247
Meal 4	28	25	10	302
Meal 5	28	50	10	402

Example

Meal 1	125g salmon fillet, 25g cashews, kale, onions
Meal 2	100g turkey fillet (cooked 5g coconut oil), 1/2x medium avocado, asparagus
Meal 3	100g cod fillet, 2x tablespoon peanut butter (30g), broccoli, onions
Meal 4	100g chicken fillet (cooked 5g coconut oil), 100g sweet potato,
Meal 5	Arla 20g protein yoghurt, 30g porridge oats cooked in almond milk, 15g flaxseed

Week 4-6 // Training Day

	P	140	С	150	F	50	kCal	1610
--	---	-----	---	-----	---	----	------	------

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28	20	15	327
Meal 2	28	25	15	347
Meal 3	28	25	10	302
Train				
PWO	28	30		232
Meal 4	28	50	10	402

Example

Meal 1	2x whole eggs, 35g porridge oats, 250ml unsweetened almond milk
Meal 2	100g chicken fillet (cooked 5g coconut oil), spinach, 30g uncooked basmati rice
Meal 3	150g venison steak (cooked 5g butter), 150g sweet potato, 15g almonds
TRAIN	
PWO	25g whey protein, 25g skittles
Meal 4	250g total 0% fat free greek yoghurt, 50g coco pops, 400ml unsweetened almond milk

Week 4-6 // Rest Day

	P	140	С	75	F	50	kCal	1310
--	---	-----	---	-----------	---	----	------	------

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28		15	247
Meal 2	28		15	247
Meal 3	28		10	202
Meal 4	28	25	5	242
Meal 5	28	50	5	342

Example

Meal 1	125g salmon fillet, 15g cashews, asparagus, onions, peppers
Meal 2	100g turkey fillet (cooked 5g coconut oil), green beans, mushrooms, onions
Meal 3	150g cod fillet, 1x tablespoon peanut butter (15g), broccoli, onions
Meal 4	100g chicken fillet (cooked 5g coconut oil), 100g sweet potato.
Meal 5	Arla protein yoghurt, 30g porridge oats, 400ml unsweetened almond milk, 15g flaxseed

Week 7-9 // 3 Day Carb Cycle

Day 1	P 140	C 150	F	50	kCal	1610
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	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28	20	15	327
Meal 2	28	25	15	347
Meal 3	28	25	10	302
Train				
PWO	28	30		232
Meal 4	28	50	10	402

Example

Meal 1	30g porridge oats, 15g nutella, 170g total 0% fat free greek yoghurt, 20g cashews
Meal 2	30g quinoa (uncooked weight),100g lean ham slcies, 5g butter, rocket
Meal 3	150g chicken fillet (cooked 5g butter), 125g Uncle Bens microwaveable rice, 15g almonds
TRAIN	
PWO	25g whey protein,3x Jaffa cakes
Meal 4	Arla 20g protein yoghurts 50g crunchy nut cornflakes, 250ml unsweetened almond milk

Week 7-9 // 3 Day Carb Cycle

Day 2 P 140 C 100 F 50 kCal 1410

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28		15	247
Meal 2	28		15	247
Meal 3	28	25	10	302
Train				
PWO	28	25		212
Meal 4	28	50	10	312

Example

Meal 1	150g fillet steak (cooked 5g butter), spinach
Meal 2	150g chicken fillet (cooked 5g coconut oil), 1/2 medium avocado, spinach
Meal 3	170g total 0% fat free greek yoghurt, 3x lightly salted rice cakes
TRAIN	
PWO	25g whey protein, 25g haribo star mix
Meal 4	3x whole eggs, 1x wholemeal bagel, 5g spread butter, rocket

Week 7-9 // 3 Day Carb Cycle

Day 3 - Rest Day

P 140	C 50	F 50	kCal 1210
-------	-------------	------	-----------

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28		15	247
Meal 2	28		15	247
Meal 3	28		10	202
Meal 4	28	25	5	242
Meal 5	28	25	5	242

Example

Meal 1	100g steak burger, 1x grilled bacon medallion,onions, mushrooms
Meal 2	100g turkey fillet (cooked 5g coconut oil), 1/2x medium avocado, asparagus
Meal 3	100g cod fillet, broccoli, onions
Meal 4	100g chicken fillet (cooked 5g coconut oil), 15g almonds
Meal 5	170g total 0% fat free greek yoghurt, 40g Special K Protein cereal, 400ml unsweetened almond milk

Week 10-12 // 5 Day Carb Cycle

Day 1 P 140 C 150 F 50 kCal 1610

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28	20	15	327
Meal 2	28	25	15	347
Meal 3	28	25	10	302
Train				
PWO	28	30		232
Meal 4	28	50	10	402

Example

Meal 1	2x whole eggs, 35g porridge oats, 250ml unsweetened almond milk
Meal 2	100g chicken fillet (cooked 5g coconut oil), spinach, 30g uncooked basmati rice
Meal 3	150g venison steak (cooked 5g butter), 150g sweet potato, 15g almonds
TRAIN	
PWO	25g whey protein, 25g skittles
Meal 4	250g total 0% fat free greek yoghurt, 50g coco pops, 400ml unsweetened almond milk

Week 10-12 // 5 Day Carb Cycle

Day 2 P 140 C 125 F 50 kCal 1510

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28		15	247
Meal 2	28	20	15	327
Meal 3	28	25	10	302
Train				
PWO	28	30		232
Meal 4	28	50	10	402

Example

Meal 1	3 whole egg omelette, cooked 5g butter, onions, peppers,
Meal 2	150g prawns, cooked 5g coconut oil, 1/2 medium avocado, onions, peppers
Meal 3	150g chicken fillet (cooked 5g coconut oil), 200g baby boil potatoes, spinach
TRAIN	
PWO	25g whey protein, 30g skittles
Meal 4	Arla protein yoghurt, 50g Kelloggs Frosties, 400ml unsweetened almond milk

Week 10-12 // 5 Day Carb Cycle

Day 3 P 140 C 100 F 50 kCal 1410

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28		15	247
Meal 2	28		15	247
Meal 3	28	25	10	302
Train				
PWO	28	25		212
Meal 4	28	50	10	312

Example

Meal 1	3x whole eggs, 2x bacon medallions (cooked in 5g butter)
Meal 2	100g chicken fillet (cooked 5g coconut oil), 1/2 medium avocado, spinach
Meal 3	150g venison steak (cooked 5g butter), 100g sweet potato, asparagus, onions
TRAIN	
PWO	25g whey protein, 55g skittles
Meal 4	170g total 0% fat free greek yoghurt, 45g coco pops, 250ml unsweetened almond milk

Week 10-12 // 5 Day Carb Cycle

Day 4 P 140 C 75 F 50 kCal 1310

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28		15	247
Meal 2	28		15	247
Meal 3	28		10	202
Train				
PWO	28	25	5	242
Meal 4	28	50	10	342

Example

Meal 1	2x grilled venison sausages, 10g almonds, tomatoes, spinach, kale
Meal 2	150g salmon fillet, asparagus, onions , peppers
Meal 3	150g chicken fillet grilled, 15g cashews, spinach, mushrooms
TRAIN	
PWO	25g whey protein, 25g skittles
Meal 4	1x bagel, 5g butter, 170g total greek yoghurt

Week 10-12 // 5 Day Carb Cycle

Day 5 - Rest Day

P	140







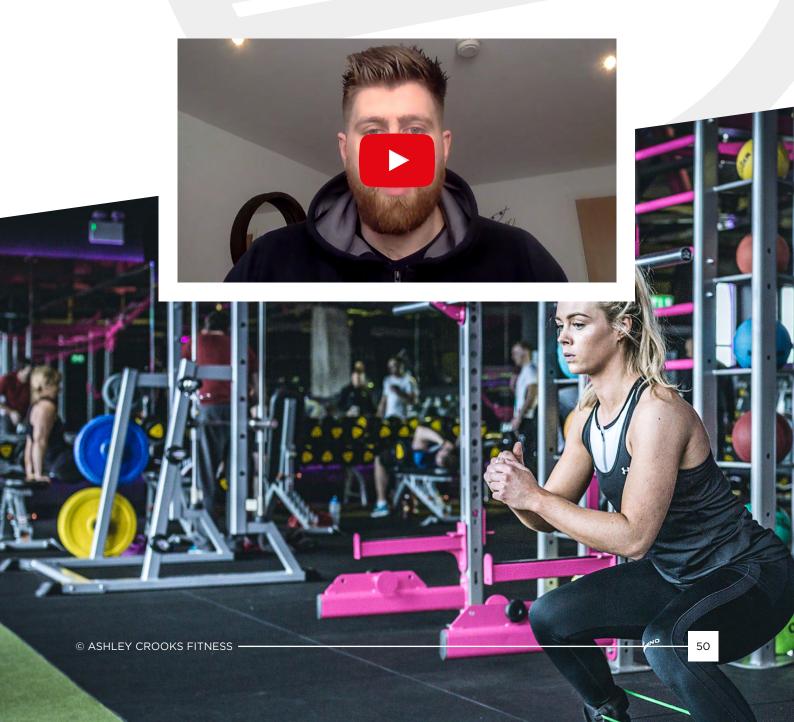
C <50 F 50 kCal 1210

	PROTEIN	CARBOHYDRATES	FAT	CALORIES
Meal 1	28		10	202
Meal 2	28		10	202
Meal 3	28		10	202
Meal 4	28		10	202
Meal 5	28		10	202

Example

Meal 1	100g steak burger, onions, few handfuls salad leaves
Meal 2	125g turkey fillet (cooked 5g coconut oil), asparagus
Meal 3	100g cod fillet, 1x tablespoon peanut butter,(15g) broccoli, onions
Meal 4	125g lean steak mince (cooked 5g butter), onions, peppers, kale
Meal 5	150g prawns (cooked 5g coconut oil), onions, spinach, peppers

EATING OUT, CHEATING + TREATING





The great thing about flexible dieting means you don't have to be tied down with your tupperware.

Throughout your fat loss journey you're going to encounter social events, work lunches or work related travel to name a few.

Do you have to abandon your diet each time one of these occasions occur?

Certainly not, and we want to teach you how to work with these situations and make the best choices.

Remember, this is a fitness lifestyle. And life is part of a fitness lifestyle.

In this section, we are going to detail possible outcomes and solutions for some of these problems

Hotels/Accommodation

If possible, pick your hotel, preferably one with a gym and review the restaurants and good quality online. At breakfast, from your food bank resource pick options that suit your macro plan for that meal.

I am going away with work for a few days, what can I do?

This is one of the likeliest that may occur and when with work colleagues, most of us want to 'fit in'. Bringing out a Tupperware box or being fussy about menu choices or places to eat, certainly isn't cool.

So how do we get around this?

No need to measure or bring your weighing scales. Eye ball it or guesstimate.

This might seem strange at first but you'll get better at this with this guide and our help... If anything, overestimate the portion size. If you're unsure of eyeballing portion sizes, then this could be something you do before you leave.

Plan Ahead

If you can have an itinerary for each day then you can plan ahead. If you know locations and your surroundings, Google any possible eating places. A lot of franchised food outlets such as Nandos, Pret A Manager, E.A.T. etc all have their menus preloaded into MyFitnessPal and can be searched for in the app.

Even better, pre-plan your day in MyFitnessPal and then make changes as suitable.

Don't be afraid to ask!

Ask the hotel chef how things have been cooked. We advise perhaps seeking alternative methods like grilled > fried options.

Just because you want a burger doesn't mean you need to eat the bun either.

Pre-pack

When planning your journey, pack possible convenient foods that need no prep work.

Things like rice cakes, porridge pots, nuts etc. can all be taken on hand luggage or in a hold all.

Protein powders are also convenient to carry in sandwich bags etc.

Alcohol

Leave 15% of your total calories per day for alcohol, using our alcohol guideline. It's best to opt for low calorie spirits with diet mixers. However avoid wine, beer and cider where possible.

On a side note, this is not a license to consume alcohol just because you can have 15% allowance per day. Use this when necessary but try to avoid or limit consumption where possible.

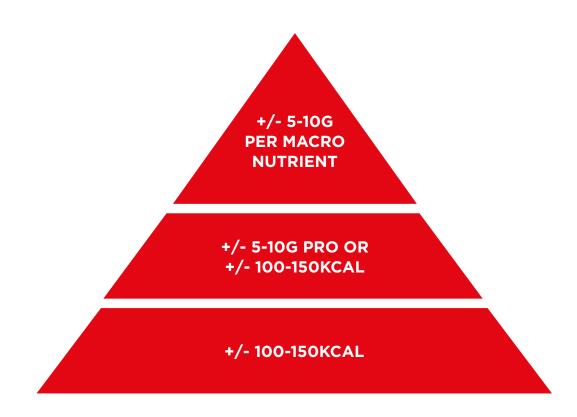
And no, you can't save up 15% of your calories per day for a blow out each weekend. It doesn't make sense if you're serious about this.



Remember earlier when we touched on what was necessary to hit your macros exactly per day and per meal? We're going to cover this principle of importance when it comes to tracking.

So how close do we need to be to our daily macro and calorie totals?

- 1) +/- 5-10g per macro nutrient
- 2) +/- 5-10g protein or +/- 100/150kCal
- 3) +/- 100-150 kCal



So what does the above mean?

Total calories are king. This is the single most important thing when we come to tracking. Eat too much food, regardless of whether it's deemed healthy or not, and you will gain body fat.

So with your tracking, forgetting about macronutrients for now, being within your calorie range by 100-150 calories is key. If one day you shoot over by 150 calories, pull back the next day by the same amount, and the difference can be cancelled out!

Not that the above is numbered in importance, but in an ideal world, we want to be +/-5-10g **per macronutrient**.

Secondly, if we can't do that, then **protein is the single most important macronutrient**. If you can be within +/- 5-10g for protein and still +/- 100/150 kCal then you're winning.

And thirdly, if you completely blow your macronutrients out of the water, fall back onto just calories per day and aim to be \pm 100/150 kCal for the day.

Get these two right and you're 80% of the way there without too much thought.

ALLOWING FOR SOCIAL OCCASIONS AND EVENTS THE CALORIE BANK

With the macro templates, they're just that... templates. Calories at the end of the day are what matters and the meal breakdowns are a guideline of where we want you to place certain macros.

When it comes to a social event or meal, you may find it difficult to find something enjoyable that will fit perfect macros in just one meal.

Enter the calorie bank. For that day, you can chip away some calories from other meals and leave protein as it is per meal. However you can reduce the carbohydrate and fat intake in other meals, and save these calories for the meal out etc.

Remember, it's the totals that matter at the end of the day. Deciding on how much you want to leave for the calorie bank, will determine how much you take off every other meal. Aside from this, if you're planning to go a little overboard for a full day (like a wedding etc.) we can apply the same principle across the week.

If you want a 2,500-3,000 calorie allowance for one day, then you will need to reduce calories **on your other days**... from either carbohydrates or fats to 'bank' these calories. It's what we do on average that counts, and we can base our average across a weekly calorie bank!

Don't miss the forest in front of you for a clump of grass. There's a bigger picture here and worrying day by day misses the goal.

BORROWING

You can 'borrow' calories from another day, and add them into another. With this, the rule is 20% of calories can be carried over from one day to the next. So you can borrow 20% from 2,3,4,5 days if you wish. Then put them to a day were you may have a large social occasion.

Example 20% / 1800 kcal = 360 calories

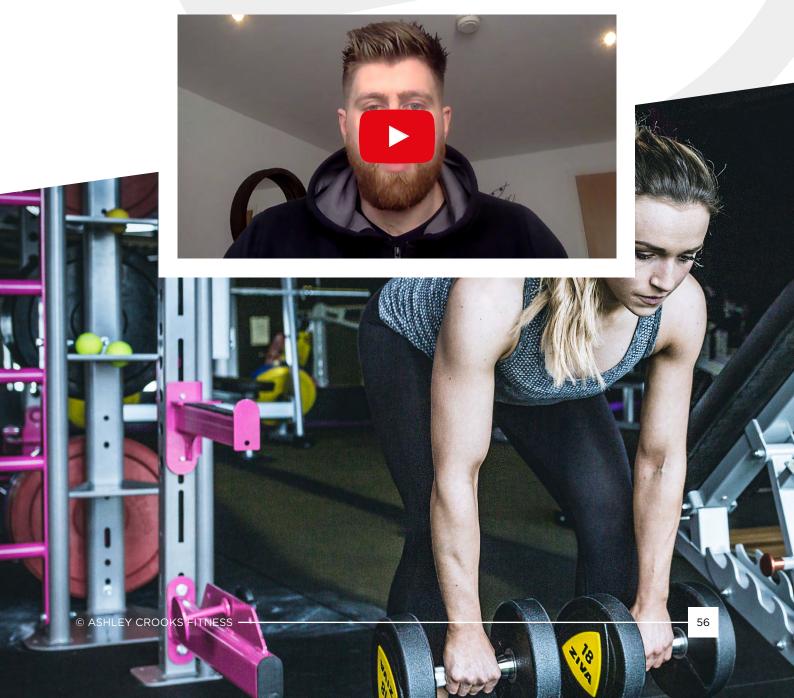
So we pull back to 1440kCal for one day and can then increase to 2160kCal for the next.

If we do this across a week, we can borrow 2,160kCal (360 x 6 - savings per day for 6 days) and then we've a large calorie allowance of 3960kCal, which is ALOT of food. From this we can then take 15% for alcoholic beverages, 594 calories (3,960 x 15%)... which is the equivalent to approximately 3 glasses of wine or 6 low calorie spirits and diet mixers.

We can also incorporate 2 and 3 from the hierarchy system of importance, so we can just focus on protein intake and calories for that day. Protein would therefore stay consistent with what it has been for that week, and the remainder calories can be made up from carbohydrates and fat intake.

On a side note, +/-5-10g per macronutrient Tier level (1) does not allow for alcohol consumption.





WHAT APP DO WE USE TO TRACK MACROS AND CALORIES?

Although there are several options, we recommend MyFitnessPal (MFP).

Set Up

Initially, MFP will run you through a simple set up phase, asking about body weight, goals, etc. Fill out the necessary but don't fuss on it! We've already planned your macros so you can ignore any calories or macros MFP may set for you. These can be changed after set up.

After set up, look for 'Goals' tab, in here you can set your calories and macros for your goals, from what we've planned for you.

Opting for 'Premium' will allow you to set individual meal macros, daily targets etc. This is not essential, but you may find it useful.

Things to be wary off with MFP

Like anything, MFP does have its limitations, and as a new tracker, there are some pitfalls you have fall into without noticing.

Here's a few...

Errors in the database

Some entries in food data can be completely miscued, it may have been entered by people with little nutritional knowledge: If you're getting weird errors, this is why.

We recommend you only enter foods that have been verified (there will be a small green tick), or scan your food in via the barcode scanner and double check the food label against the data now on your screen.

Portion Sizes

We recommend where possible, that foods are entered in grams or similar. Avoid using cup measures.

E.g. 1/2 cup of oats

This is a loose way to measure. 10 different people may have 10 different sizes of cups. I have about 10 different sizes of cups in my house... I still don't know which one is proper "cup".

Likewise for 'small, medium, large'. These all vary from person to person.

To eliminate such errors, have a good degree of accuracy with portion sizes.

Exercise Tracking

MFP has a step counter on it. This lets you add on calories to your 'remaining' tab. This can lead to people entering more calories and food to compensate.

When looking at calories, ignore the exercise adjustment. Look at total food entered before making any adjustments.

For simplicity, avoid adding in exercise to MFP.

How to enter food into MFP?

To search for food, type its name in the search field. You can enter brand names or just keywords.

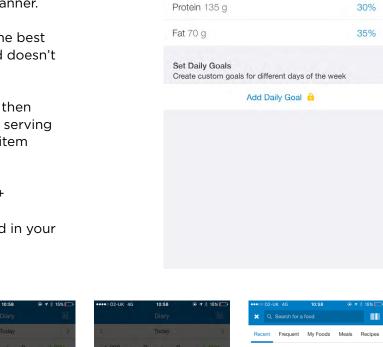
Then, tap the "Search" button. For greater convenience, use the barcode scanner.

We've found the scanner to be the best thing. It's quick and accurate and doesn't mess with your calories.

Tap on a matching search result, then adjust the number of servings or serving size to reflect how much of that item you've eaten.

Via the app, click the large blue +

That's it. Your food will be logged in your diary.



Default Goal

Carbohydrates 157 g

Calories

Calories & Macros

1,800

35%

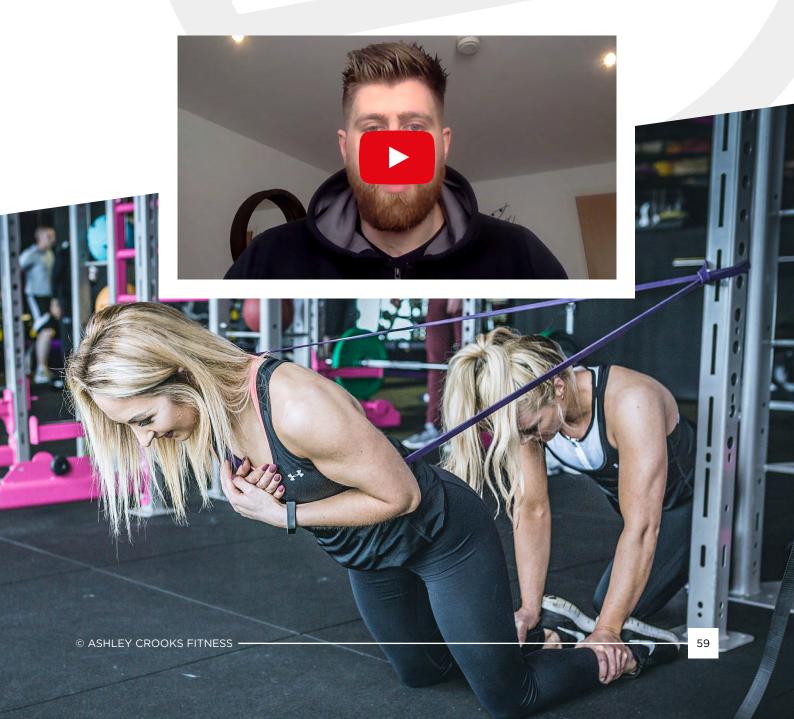














EXERCISE

This is the name of the movement you are performing.

WARM UP

These are sets and reps that are priming the muscle and joint for the working sets.

These are to be performed at a much lesser weight than your working sets.

Depending on your strength and working set starting point, you may require a few warm up sets.

In Phase 1, you will see '2' in the warm up section.

In Phase 1, we are solely focused on strength principles.

This is the best foundation for you going forward. It keeps things simple when we're focusing on lower reps and less sets and exercises.

Here, we're working around 8 reps per set, with the aim to move as much weight as possible in a controlled and strict pattern.

We're stopping short of going to failure on each set, however set 3 and 4, you may struggle to complete 8 reps and this is perfectly fine. If you get to set 4 and can do 15 reps, you've been doing warm up sets the whole time. **LIFT MORE**.

In most cases, you're never going straight into heavy weight for each exercise. This can and will result in an injury.

To warm up, we will perform a few sets of 2 reps. When warming up, you want to keep your energy for the sets that count. There's no need to expend a lot of energy in warming up as this will result in subpar performance when it comes to the sets that count.

E.g. You can just about complete 4 sets of 8 reps @ 50kg deadlift.

Warm up as follows: 2 x 20kg 2 x 30kg 2 x 40kg Set 1: 8 x 50kg Set 2: 8 x 50kg Set 3: 7 x 50kg

Set 4: 6 x 50kg

The above is a perfect example of how your sets may look. It should be stressed here... it will be hard on the last set!

PROGRESSIVE OVERLOAD

Now seems a good time to talk about progressive overload.

In simple terms, each week we want to improve. We want to aim to lift more and to get stronger. Ultimately, you need to challenge the body to change!

To do this, we need to see progression. Lifting the same weights week in week out will get you nowhere. You're not working hard enough if you do this and you're not pushing past boundaries. If you train in a comfortable zone, do not expect to see the desired result.

Muscle is hard to grow. Your body is stubborn. It doesn't want to change. Every week, you must get stronger in some manner. More weight, less time, less rest... by whatever means. The programming has been designed to be challenging. Just wait to Phase 3 if you don't believe me! At times, you may want to quit... you may not fancy doing 40-60 reps per set, put the head down, music in, and do the work!

Using the example above with our 50KG deadlifts.

Once you can complete 4 sets of 8 @ 50KG... then the weight goes up.

By how much?

The next smallest increase possible... usually 2.5KG using your gyms 1.25KG plates. If you have just about managed to complete the sets with strict form. Week 2, you would advance to 52.5KG depending on what you have available in your gym set up.

What if I can't complete my sets?

Don't worry, if like the example and you missed 1 or 2 reps in the last few sets, then stick at the same weight until you can complete them all at the same weight, then increase the following session.

If you get ahead of yourself and raise the weight too quick, you're asking for injury. Remember, this is a long term game... you're not here for quick fixes.

REST/PAUSE

Rest/Pause is a great overload mechanism that can be used if you train solo.

This can be used in the final set to gain a few extra reps.

Once you have 'failed', take 10-20 seconds and aim to complete another 3-4 reps if needs be. If you need to rest/pause on set 1, the weight is simply too heavy to begin with.

Rest/pause is a great technique to push past the comfort zone. Once you've failed at that weight, it doesn't mean you have failed all together! Remember we want to be challenging our body to change.

Just using a 10 second rest and then completing a few further reps will do this.

FORCED REPS

If you've got a training partner, then forced reps may be an overload mechanism that could be used instead of a rest/pause technique.

When form and technique begin to fail your training partner may be able to help you push through another few reps with some manual assistance.

It must be said here. Preferably your training partner is somebody with training experience.

REST

This is the time taken between sets and exercises for recovery. Try to avoid any distractions during this time, including mobile phones and unnecessary gym talk.

How long should I rest?

For sets including 8 reps: Rest 90-120 seconds between sets. For sets including reps 10-15: Rest 90 seconds between sets. For sets over 15 reps: Rest 60 seconds between sets.

TENSION

Tension or Time Under Tension (TUT) is the length of time that the muscle is under load. Nobody needs to stopwatch how long it takes to do a rep however... we do need exercises performed under control. Don't let the weight control you.

We use a 2-1-2 system to feel the weights. What does 2-1-2 mean?

The first 2 represents the concentric phase of the rep (the 'lifting' phase) and this should take 2 seconds.

The 1 represents a pause at the top or bottom of the rep

The last 2 represents the eccentric phase of the rep, the 'lowering' phase, and this should take 2 seconds.

In total 5 seconds per rep, if we do 8 reps, the set should take 40 seconds to complete.

SUPERSET

Two exercises performed back to back with minimal rest between, approx. 10 seconds maximum.

Example: Tricep pushdowns performed for 1 set of 15, followed by kickbacks for 1 set of 12. As they're combined into one "super" exercise, perform this entire block two more times.

TRISET

Three exercises performed back to back with minimal rest between.

Example: Dips performed for 1 set of 12, followed by tricep pushdowns, finally followed by kickbacks. All 3 are performed one after the other and this... makes up a set.

How long should each session take?

Each session should take approx. 60 minutes and any cardio will then be additional to this.

Does it matter what time of the day I train?

No, time of training will be irrelevant. This is down to you and your day to day schedule.

Once you get into week 9-12, you may find it necessary to split your cardio and resistance sessions, particularly if you are on a limited time scale per session.

You can perform your resistance session first thing and then perform your cardio session at night, or vice versa.

UPPER BODY A

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Video
Barbell Deadlift	2	4	8	2-1-2	n/a	
Seated DB Shoulder Press	2	4	8	2-1-2	n/a	
Seated Row	2	4	8	2-1-2	n/a	
DB Lateral Raises	2	4	8	2-1-2	n/a	
Wide Grip Lat PullDown	2	4	8	2-1-2	n/a	
Dips (Assisted)	2	4	8	2-1-2	n/a	
Seated DB Curls	2	4	8	2-1-2	n/a	

LOWER BODY A

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Video
Barbell Squats	2	4	8	2-1-2	n/a	
BB Stiff Leg Deadlift	2	4	8	2-1-2	n/a	
Leg Press	2	4	8	2-1-2	n/a	
Seated Hamstring Curl	2	4	8	2-1-2	n/a	
BB Glute Thrusters	2	4	8	2-1-2	n/a	
Glute Kickbacks	2	4	8	2-1-2	n/a	

UPPER BODY B

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Video
Chin Ups (Assisted)	2	4	8	2-1-2	n/a	
Standing BB Shoulder Press	2	4	8	2-1-2	n/a	
Bent Over BB Row	2	4	8	2-1-2	n/a	
DB Rear Delt Fly	2	4	8	2-1-2	n/a	
DB Skullcrushers	2	4	8	2-1-2	n/a	
Cable Curls	2	4	8	2-1-2	n/a	

LOWER BODY B

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Video
Leg Extension	2	4	8	2-1-2	n/a	
Staggered Leg Press	2	4	8	2-1-2	n/a	
DB Stiff Leg Deadlift	2	4	8	2-1-2	n/a	
Split Squat	2	4	8	2-1-2	n/a	
Glute Bridges	2	4	8	2-1-2	n/a	>
Standing Calf Raises	2	4	8	2-1-2	n/a	

GLUTES/HAMSTRINGS/ABS

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Video
Frog Thrusters		1	50	2-1-2	n/a	
BB Glute Thrusters	2	4	8	2-1-2	n/a	
Cable Kickbacks	2	4	8	2-1-2	n/a	
BB Stiff Leg Deadlift	2	4	8	2-1-2	n/a	
Banded GHR		4	8	2-1-2	n/a	
Ab Roll Out		3	15-20		Tri Set	
Plank Raises		3	60 sec hold		Tri Set	
Russian Twist		3	30 per side		Tri Set	>

UPPER BODY A

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Video
Barbell Deadlift	2	4	8	2-1-2	n/a	
Seated DB Shoulder Press	2	4	8	2-1-2	n/a	
Lat Pulldown		4	10-12	2-1-2	Superset	
Rope Pulldown		4	10-12	2-1-2	Superset	
Seated DB Front Raise		4	10-12	2-1-2	Superset	
Seated Lateral DB Raise		4	10-12	2-1-2	Superset	
DB Kickbacks		4	10-12	2-1-2	Superset	
Rope Skullcrushers		4	10-12	2-1-2	Superset	
Seated DB Curl		4	10-12	2-1-2	Superset	
Standing DB Hammer Curl		4	10-12	2-1-2	Superset	

LOWER BODY A

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Video
BB Squats	2	4	8	2-1-2	n/a	
BB Stiff Leg Deadlift	2	4	8	2-1-2	n/a	
DB Lunges		4	10-12	2-1-2	Superset	
DB Jumping Squats		4	10-12	2-1-2	Superset	
Seated Leg Curl		4	10-12	2-1-2	Superset	
Banded GHR		4	10-12	2-1-2	Superset	
BB Glute Thrusters		4	10-12	2-1-2	Superset	
Frog Thrusters		4	10-12	2-1-2	Superset	
Standing Calf Raises		4	10-12	2-1-2		

UPPER BODY B

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Video
Chin Ups (Assisted)	2	4	8	2-1-2	n/a	
Standing BB Shoulder Press	2	4	8	2-1-2	n/a	
Bent Over BB Row		4	10-12	2-1-2	Superset	
Seated Row		4	10-12	2-1-2	Superset	
Upright Row		4	10-12	2-1-2	Superset	
Rear Delt DB Fly		4	10-12	2-1-2	Superset	
Rope Skullcrushers		4	10-12	2-1-2	Superset	
DB Skullcrushers		4	10-12	2-1-2	Superset	
Seated DB Curl		4	10-12	2-1-2	Superset	
DB Spider Curls		4	10-12	2-1-2	Superset	

LOWER BODY B

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Video
Split Squat		4	10-12 (per leg)	2-1-2	Superset	
Single Leg Leg Press		4	10-12 (per leg)	2-1-2	Superset	
Seated Leg Curl		4	10-12	2-1-2	Superset	
DB Stiff Leg Deadlift		4	10-12	2-1-2	Superset	
BB Glute Bridges		4	10-12	2-1-2	Superset	
Glute Kickbacks		4	10-12	2-1-2	Superset	
Leg Press Calf Raises		4	10-12	2-1-2		

GLUTES/HAMSTRINGS/ABS

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Video
Banded Kickbacks		4	10-12	2-1-2	Superset	
Banded Frog Thrusters		4	10-12	2-1-2	Superset	
BB Stiff Leg Deadlifts		4	10-12	2-1-2	Superset	
DB Tilted Lunges		4	10-12	2-1-2	Superset	>
BB Glute Thrusters		4	10-12	2-1-2	Superset	>
Frog Pumps		4	10-12	2-1-2	Superset	
KB Swing		4	10-12	2-1-2	Superset	
Cable Kickbacks		4	10-12	2-1-2	Superset	
Standing Calf Raise		4	10-12	2-1-2		>
Rope Crunches		3	30		Tri-Set	
Hanging Knee Raises		3	30		Tri-Set	
Sit Up		3	30		Tri-Set	

UPPER BODY A

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Notes	Video
Barbell Deadlift	2	4	8	2-1-2	n/a		
Seated DB Shoulder Press	2	4	8	2-1-2	n/a		
T-Bar Row		3	15 -20	2-1-2	Superset		
Bent Over BB Row		3	15-20	2-1-2	Superset		
DB Front Raises		3	15-20	2-1-2	Superset		
Rope FacePulls		3	15-20	2-1-2	Superset		
DB Rows		3	60	2-1-2	Rest/Pause	Pick a weight you can do approx 20 reps with	
DB Lateral Raises		3	60	2-1-2	Rest/Pause	Start light and every 10 reps increase the weight	
Rope Skullcrushers		1	50	2-1-2	Rest/Pause	Use a weight you can do approx 15-20 reps with	
Seated DB Curls		1	50	2-1-2	Rest/Pause	Use a weight you can do approx 15-20 reps with	

LOWER BODY A

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Notes	Video
Seated Hamstring Curl		3	30	2-1-2	n/a		
Leg Press		3	60	2-1-2	Rest/Pause		
Walking DB Lunges		3	40	2-1-2	Superset		
Jumping Squats		3	40	2-1-2	Superset		
Single Leg Extension		3	20 per leg	2-1-2	Superset		
DB Tilted Lunges		3	20 per leg	2-1-2	Superset		
Box Jumps		3	60	2-1-2	Rest/Pause		
Standing Calf Raises		1	100	2-1-2	Rest/Pause		

UPPER BODY B

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Notes	Video
Chin Ups	2	4	8	2-1-2	n/a		>
Standing BB Shoulder Press	2	4	8	2-1-2	n/a		
Seated Row		3	15 -20	2-1-2	Superset		
DB Row		3	15-20 (per arm)	2-1-2	Superset		
DB Lateral Raises		3	15-20	2-1-2	Superset		
DB Front Raises		3	15-20	2-1-2	Superset		
BB Deadlift		3	60	2-1-2	Rest/Pause	Pick a weight you can do approx 20 reps with	
BB Clean and Press		3	60	2-1-2	Rest/Pause	Pick a weight you can do approx 20 reps with	
DB Kickbacks		1	50	2-1-2	Rest/Pause	Use a weight you can do approx 15-20 reps with	
Cable Rope Curls		1	50	2-1-2	Rest/Pause	Use a weight you can do approx 15-20 reps with	

LOWER BODY B

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Notes	Video
Leg Extension		3	50	2-1-2	n/a		
BB Squats		5	20	2-1-2	n/a		
DB Stiff Leg Deadlift		3	15-20	2-1-2	Superset		
Seated Leg Curl		3	15-20	2-1-2	Superset		
Box Jumps		3	60	2-1-2			
DB Jumping Squats		3	60	2-1-2			
Frog Thrusters		1	100	2-1-2	Rest/Pause		
Standing Calf Raises		4	25	2-1-2	Rest/Pause		

GLUTES/HAMSTRINGS/ABS

Exercise	Warm Up	Sets	Reps	Tension	Overload Mechanism	Notes	Video
Band Kick Backs		3	50 per leg	2-1-2	n/a		
BB Glute Thrusters		5	25	2-1-2	n/a		
Smith Machine Split Squats		3	15-20 per leg	2-1-2	Superset		
Frog Pump		3	15-20 per leg	2-1-2	Superset		
KB Swings		3	60	2-1-2	Rest/Pause		
Banded Frog Thrusters		3	60	2-1-2	Rest/Pause		
Banded GHR		1	50	2-1-2	Rest/Pause		
Standing Calf Raises		4	25	2-1-2	n/a		
Windmills		3	25	2-1-2			
Flutter Kicks		3	50	2-1-2			
Elbow to Knee Crunches		3	25	2-1-2			



WEEK 1-3

Cardio Training Days

The following is to be performed after each training session: // 20 second sprint on a rower, spin bike, or outdoor sprint // 10 seconds rest x 8 (total 4 minutes)

Cardio Rest Days

1 x 40 minute uphill walk (treadmill)
OR outdoor walk performed on ONE rest day only.

Total cardio volume across the week: 60 minutes

WEEK 4-6

Cardio Training Days

The following is to be performed after each training session: // 20 second sprint on a rower, spin bike, or outdoor sprint // 10 seconds rest x 8 (total 4 minutes) // x2

Take 60 seconds rest between each 4 minute cycle.

Cardio Rest Days

1 x 40 minute uphill walk (treadmill)
OR outdoor walk performed on TWO rest days

Total cardio volume across the week: 120 minutes

Cardio Training Days - Conditioning Circuits

- // 30 second battle ropes, 30 second sprint/row, 30 KB swings, 30 ball slams (to be completed in under 3 minutes) x4
- // Rest 30 seconds between rounds

OR

// 15 minutes stepper / stair-master at moderate-high pace

Cardio Rest Days

30 minutes uphill treadmill walk or outdoor walk PER rest day.

Total cardio volume across the week: 180 minutes

WEEK 10-12

Cardio Training Days - Conditioning Circuits

Lower Days

- // 60m prowler sprints (approx. 40-60kg), 10 x ball slams, 10 x DB jumping squats, 10x BB thrusters
- // x 10 (no rest between exercises, 45 sec rest between rounds)

OR

// 30 minutes stepper or stair-master

Upper Days

- // 10 x bent over barbell rows, 10 x standing shoulder press, 10 x deadlifts, 60m prowler sprints (approx 40-60kg)
- // x 10 (no rest between exercises, rest 45 seconds between rounds, same weight to be used for each exercise)

OR

// 30 minutes stepper or stair-master

Cardio Rest Days

45 minutes outdoor walk or uphill treadmill walk (moderate pace)

Total cardio volume across the week: 240 minutes

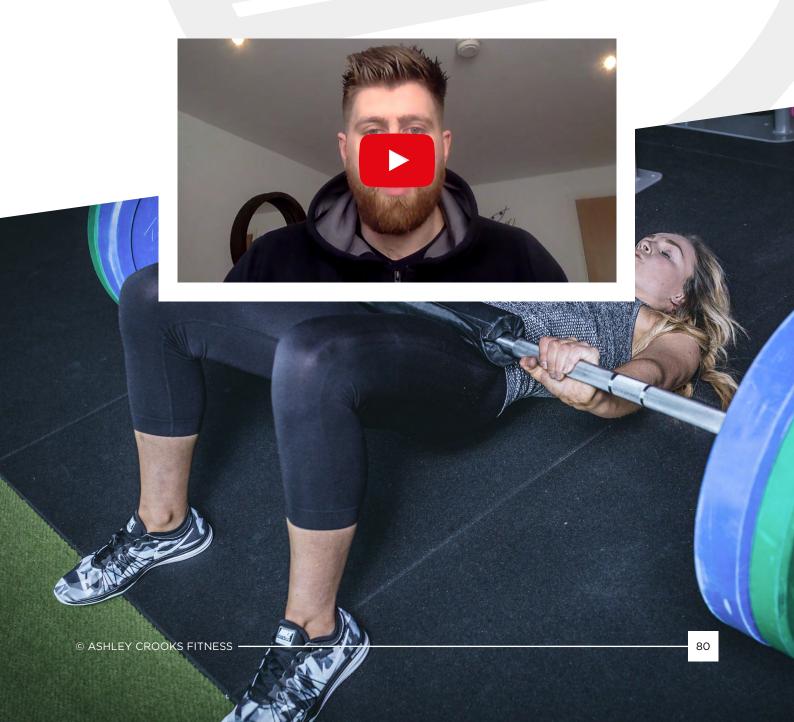
SUPPLEMENTS

Just a brief word on supplements, they are as they say they are, supplements. They supplement your nutrition and are not a replacement for a proper diet. Supplements will also only have an effect when correcting deficiency.

From our experience, it's really common for women to be deficient in iron or calcium. To get a deficiency test, contact your medical practitioner.

SUPPLEMENT	WHY?	DOSE
Protein Powder (Whey, Beef, Rice, Pea, Hemp)	A convenient source of protein, not essential but useful if struggling with protein intake.	Variable. Usually taken post workout, but can be used throughout the day as needed.
Vitamin D3	Increased health, bone health and immune system function	1000-2000IU per day.
Multi-Vitamin	Nutritional insurance, can cover a wide variety of small deficiencies particularly when dieting	As prescribed
Zinc (Any form)	Improves thyroid function	25mg/day
Magnesium Citrate	Common nutrient deficiency	400mg/day w/zinc for sleep
Calcium (Citrate)	Improves bone health	1200-1500mg/day
Fish Oils	Important for hormone production	1.8-3g/day of combined EPA/DHA
Iron (Heme iron > non-heme)	Common nutrient deficiency linked to anemia, endurance performance, thyroid function etc	18mg/day





ASSESSMENTS

As part of your journey with The Blueprint, you will need to assess progress weekly.

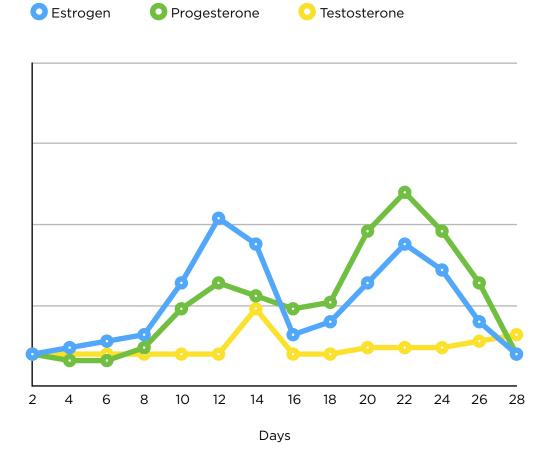
Whether this is from tracking your sessions, tracking your calorie intake or assessing body composition changes regularly.

As discussed in the nutrition overview... at the end of each Phase we want to make sure that you have fully plateaued your fat loss progress before moving to the next phase.

Assessments are a key component of the BluePrint and without these, progress is based on guesswork.

We simply can't afford to guesswork here - There's a time loss and a money loss.

THE MENSTRUAL CYCLE + ASSESSMENTS





WEEK 1

Day 1-7 (Early Follicular Phase)

WEEK 2

Day 7-14 (Late Follicular Phase)

WEEK3

Day 14-21 (Early Luteal Phase)

WEEK 4

Day 21-28 (Late Luteal Phase)

Throughout each phase, you can expect changes in physiology as below.

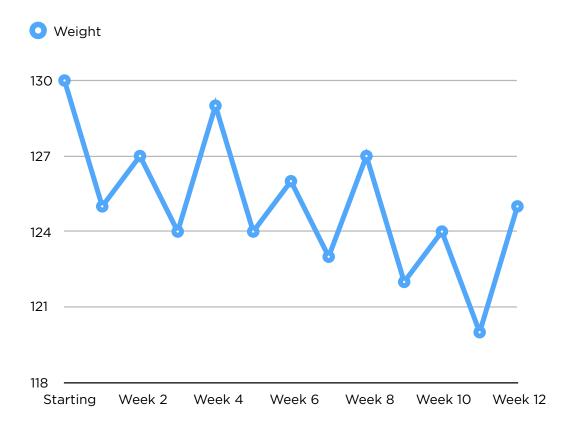
	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Phase	Early Follicular Phase	Late Follicular Phase	Early Luteal Phase	Late Luteal Phase
Primary Hormone	Estrogen	Estrogen	Progesterone	Progesterone
Insulin Sensitivity	High	High	Lowered	Lowered
Fat Storage	Lowered	Lowered	Increased	Increased
Hunger	Lowered	Lowered	Increased	Increased
Water Retention	Lowered	Increased	Lowered	Increased (Highest)
Muscle Growth	Increased	Increased	Decreased	Decreased

Things to look at in particular include, hunger, water retention, fat storage and muscle growth.

With regards to body composition assessments - week 2 and week 4 - we have to take into consideration extra water retention when looking at body weight.

From the above table, your most productive weeks in the gym are going to be week 1 and 2. Week 4 will be when you are at your weakest and most fatigued.

DON'T be expecting any new personal records that week!



The above chart is how female weight loss may look when we look at this in line with the menstrual cycle.

Any peaks and dips take into consideration extra water retention that may show on the scales during week 2 and 4 and in particular week 4.

Assessments need to be looked at on a monthly basis. If you look at assessments on a weekly average, you can expect to see the peaks and dips. However when we look at weeks across the months, you can start to accurately track and monitor your progress. This is what it might look like below. If you judged your progress on month 1 alone, you may think that you have taken two steps backwards. Hence it's important to look at the bigger picture.

Also, every single female is different.

I think it's important to note here that every single person is different. There will be variances.

PHASE	MONTH 1	MONTH 2	MONTH 3
Early Follicular	130	127 (-3)	124(-3)
Late Follicular	132	129(-3)	126(-3)
Early Luteal	128	125(-3)	122(-3)
Late Luteal	134	131(-3)	128(-3)

MENSTRUAL CYCLE DISRUPTION

Unfortunately, we've got to talk about it. But it's really important for your health/wellbeing. If you've been on a low calorie, low carbohydrate diet for a long time, combined with an excessive and intensive exercise regime... then you may be experiencing some disruption to your cycle.

This can range from oligomenorrhoea (a longer-than-usual cycle), through to amenorrhea which is the total loss of the menstrual cycle.

Unless you are in the last stages of a competition prep - where you can expect to lose your cycle for a bit, then this is not something that should be overlooked.

The effects of disruption can lead to loss of bone density, increased stress fracture risk, impaired immune system function and impaired training and recovery.

Stress can also be a contributor to include stress from dieting itself, stress from intensive and excessive exercise, along with the stress of perfectionism from wanting to look a certain way.

With regards to energy availability, the critical threshold is 30kCal/kg LBM. Below this, you will lose your menstrual cycle, and the length of time under this will determine how long it can take to repair.

CALCULATING EA ENERGY AVAILABILITY

Example:

Female with 40kg LBM and consuming 1200 calories (which is hugely common) and performing exercise per day that relates to 500 calories of energy expended.

EA = (1200 Kcal - 500 Kcal) = 700/40 = 17.5 Kcal/kg LBM

To achieve the minimum threshold of 30cal/kg LBM, she would need to be eating 1700 calories per day.

If this is you, then you need to go back to the top of this document and take a pre-diet phase to bridge the gap.

Bring your calories back above the threshold as much as possible, before entering any diet phase.

HORMONAL MODIFIERS + BIRTH CONTROL

TYPES

// Oral

// Patch

// Shot (Depo)

// Implant

// Cervical ring

// IUD

Most of these have generally minimal effects on weight, except for depo provera, but there can be a huge variability between females.

There is also little research on the effect of these on fat loss, but ultimately it's not an issue.

A recent study on physique athletes showed that **they all reached contest shape** while using birth control.

All birth control eliminates pre-ovulatory testosterone spike, which could be a potential negative for training.

Hormonal modifiers (mostly) eliminate the issues shown above with scale weight.

ASSESSMENT TOOLS

Detailed below are some of the key assessment tools you will use on a weekly basis.

// Photographs

// Weight

// Tape measurements

// Skin fold readings

PHOTOGRAPHS

When taking weekly photographs:

- 1 Stand in the same spot.
- 2 Wear the same clothes (we recommend underwear OR sports bra/hotpants).
- 3 Under the same lighting.
- 4 First thing in the morning.
- 5 Take front, side and back profiles.
- 6 No selfies, if possible have somebody take full length shots. (Set up a timer otherwise).

We can also group 'clothing' under this or your dress size. To measure or assess progress via photographs or clothes may take 4-6 weeks before visible change can be noticed.

WEIGHT

Honestly? It's the golden measurement, but it can be anything but...

Within the BluePrint we measure more than what's on the scales... (how you feel, measurements, strength gains).

By no means is weight a gold standard of measurement, it can be anything but. Key points when measuring body weight:

- 1 Weigh first thing in the morning.
- 2 Have an empty stomach, do not eat before.
- 3 If possible, go to the toilet first.
- 4 Don't wear any clothes.

Weighing yourself at any of other time of the day will cause fluctuations. You'll weigh heavier at night... perhaps as much as 5-7lbs – I promise you this is normal! Just remember you've had an entire day's food and water intake.

I want you to be prepared for daily fluctuations. For even better accuracy, we suggest following the above protocol each morning and taking an average across the week.

APPROPRIATE RATES OF WEIGHT LOSS

Scaled to Bodyfat



FEMALES AT 30%+

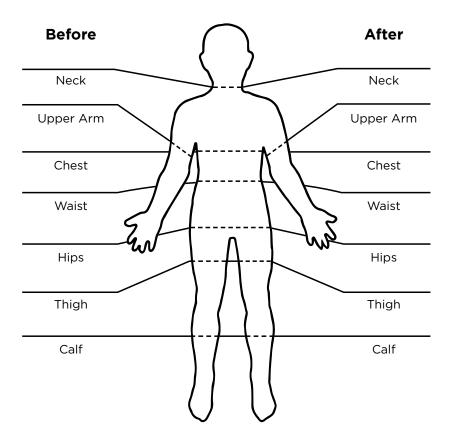
You can expect to lose 1-1.5% of body weight per week

FEMALES AT 20-30%

You can expect to lose 0.7-1.2% of body weight per week

FEMALES UNDER 20%

You can expect to lose 0.5-0.7% of body weight per week



Waist

Measure directly around the belly button for an accurate guideline.

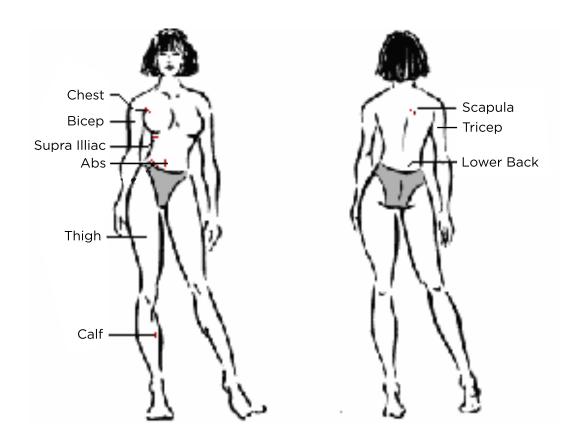
Hips

Measure directly around the widest part of your glutes.

For accuracy, tape measures must be taken in the same spot each time and also down the same side of your physique. If you measure your left side initially, then this needs to stay consistent throughout your assessments.

Try to have the same person each week do your assessments to eradicate any further errors. Remember tape measures must be done first thing in the morning for improved accuracy.

SKINFOLD MEASUREMENTS



Key skin fold sites have been advised above.

Skin folds are a highly useful assessment tool, and must be done by somebody competent for accuracy.

Ask in your local gym facility for a coach or personal trainer who may provide this service.

Skin folds are extremely useful to see exactly where you are losing body fat from. Be prepared for some weeks when body weight may not change. This does not necessarily mean that you have made zero progress.

But more on that to follow.

WHICH **ASSESSMENT TOOLS** SHOULD I USE?

+ HOW MUCH PROGRESS SHOULD I SEE?



35%+

If you fall into the above category, then we recommend you use weight, tape measurements and photos as your key assessment tools. We don't recommend skin folds at this stage.

We do expect weight to be a good indicator of progress although this may not always be linear... Example - You may not lose weight every week or lose varying amounts per week, but over a period of weeks you **should** see a decline on the scales.

It's key to always use **more than one assessment tool**. Don't always rely on weight as your go to assessment.

It's common not to drop any weight on the scales, however your key tape-measurement sites such as waist or hips may have reduced from the previous week. That is a clear sign that fat loss has occurred.

35%>

It's not uncommon for a typical size 8-10 female to have a body fat % upwards to 30%. Remember % is relative to your body weight.

You may be a newbie to training and resistance, and in this case you may have a low lean body mass.

In this case, skin folds are a key assessment tool.

Weight may not even budge for you, e.g 125lb female @ 28%

Your focus is on reducing your body fat, but not so much your weight. As muscle mass increases over a period of time, this will reflect on the scale.

Skin folds must be taken on a weekly basis if this is the case. If weight remains the same, and the skin folds drops... then this is a positive assessment.

From experience with working with hundreds of females, weight **MAY EVEN INCREASE** and skin folds can still drop. This is 100% fine and do not be alarmed if this happens. Embrace your new found muscle.



When is it a good idea not to assess?

// You've had a 'night off' or a social event where you've over-indulged.

You can expect to be a little heavier than normal the next morning if you've had a night off over indulging. Leave assessments for 1-2 days until you are back on track.

// Its 'that time of the month'...

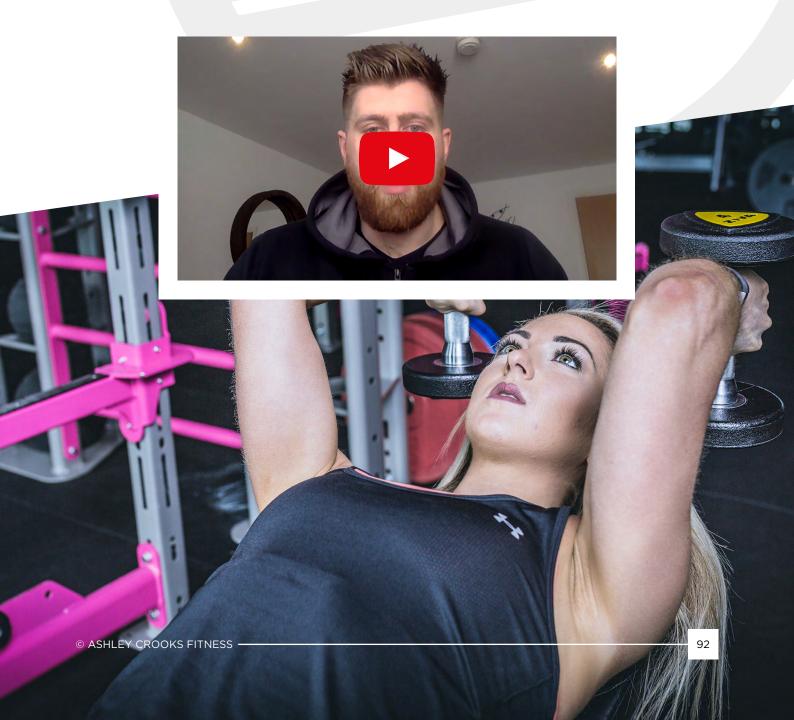
By now, you should be prepared for what's going to happen in the late luteal (the week before!) phase of your menstrual cycle.

I would still like you to assess this week and you can compare this value to previous months of the same week.

Bare in mind, weight, skinfolds, tape measurements will all increase this week. We simply can't fight Mother Nature.

It's really important here to manage your expectations. Trying to fight against your body will only harm your progress and results.







The format the BluePrint is 12 weeks, however I do expect a lot of you to get much further down the line with this.

Depending on your starting point some of you may well end up being a 6 month journey – and a phenomenal transformation.

What happens in that case? Are you expected to diet for that length of time?

I want you to split your fat loss journey into thirds - separated by the rate of weight loss as previously advised.

Remember, 1 - 1.5%, 0.7 - 1.2% and 0.5 - 0.7% depending upon starting point.

Once you cross the boundary from 1 - 1.5% into the next lower one, then you can take a diet break of one week.

Once you have stopped losing at a rate of 1% and have dropped into the next bracket. On average, this may happen every 6 - 8 weeks as a guideline.

So what is a diet break?

Calories will be increased by 15-20% from carbohydrates for a period of 7 days. Cardio will also be reduced by 50%.

Example: 1600 calories (on average per day) will now become 1840 - 1920 calories per day. It's not uncommon to see fat loss still occur during this period, you certainly should not be gaining body fat or weight during this...

It's a DIET break.

Not a week of eating as much food as possible.

What happens if you see fat loss?

Going into the next week you could increase calories again by 5% and repeat this process if fat loss occurs again.

You can then simply slot back into the next phase of calories and macronutrients.

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What happens now that you have completed your fat loss cycle?

So many transformation, or quick fix solutions just end with **no plan** for what happens after these kind of programs.

This is by no means a quick fix solution.

If you go back to old eating habits and rapidly increase your calories immediately after your last fat loss phase of this program, you will gain body fat... **and quickly**.

What do I do then?

Throughout the BluePrint, calories and macros have been stated per day, so you know exactly where you are with your caloric set point - including total cardio volume across the week.

Nobody can stay in a caloric deficit year round. At some stage you will have to back off from the fat loss cycle and give yourself a break. If this is done in a structured manner, **you can use this to your advantage** and minimise body fat gain, while increasing lean body mass.

What I want you now to do is bring yourself back up to maintenance calories. Take your new body weight (in lbs) and times it by 14.

This will now give you a caloric figure per day. If you want to work on an average across the week, then times this by 7.

Example: You started at 145 lbs and now weigh 120lbs at the end of week 12. 120x14 = 1,680 1,680 kCal per day
For 7 days of the week...
11,760 kCal

This is now your starting point for Week 13 or "Week 1" of your diet break/reverse diet strategy. Ideally we want to give ourselves the same length of time for a diet break that we spent dieting, but this can vary from individual to individual.

There may be a small difference between your new calories and your previous week calories. To make up any difference, I would like you to use the extra calories to now increase your carbohydrate intake.

Remember, 4 kCal per 1 gram of carbohydrate. 25g carbohydrates = 100 kCal



What gets measured, gets assessed!

Keep the habit of weekly measurements as this is now still a key part of your reverse diet phase.

You can expect perhaps a small increase on the scales in the first week of this, this is due to the increase in glycogen stores and the extra water retention that an increase in carbohydrates may bring.

If weight does increase then we stall calories for now. Hold fire and let things stabilise.

If weight doesn't increase, then add another 100 calories per day. Again put the extra calories towards your carbohydrate intake, both on training and rest days.

Repeat this process on a weekly basis and see how far you can push things before your body fat levels start creeping up just a little too high.

If you have ran the full 12 week fat loss protocol, then I advise doing a reverse protocol for the same length of time.

Then re-enter a fat loss for perhaps 6 weeks.

Bare in mind your new weight will hopefully still be less than your initial starting weight. Cycle between fat loss phases and periods of increased calories as you please. But embrace the periods of higher calories and carbohydrates and use these to fuel some big sessions on the gym floor.

What about my cardio protocols?

By Week 12, you will have been on approximately 4 hours of cardio across the week. During your reverse dieting period, we want to reduce this, not completely eliminate but reduce.

Start off by taking 60 minutes of in your first week, just like with calories, we will make adjustments based upon assessments.

If your body weight remains the same, then we can take another 60 minutes off for the next week, if it increases, then keep the cardio volume the same.

Repeat this process until your total cardio volume for the week is down to approx. 60 minutes across the week.

I recommend keeping in approx. 60 minutes while your progress through this phase. If anything it'll help keep body fat gain at a minimum.



Trust me on this, and from my own experience, if you binge eat for 7-10 days after your fat loss phase, you will gain back every single pound of body fat you lost during your fat loss cycle. And you will be devastated.

Having a structure in place after you end your fat loss phase is key, and will hopefully prevent you from binge eating.

By all means, enjoy a nice meal out as a reward for your efforts or even better, instead of using food as a reward, splash on some new clothes, gym gear or... both!



This section only applies to people who want to stay in shape and progress month after month. If for some reason you don't wish to keep your new found physique, then by all means eat endlessly but be prepared for the consequences.

Ashley Crooks and the Team.

P.S. from Ashley...

So we're here. I hope you didn't skip to reading this;) but... congratulations.

I've gone ahead and set up a tight-knit Facebook group for any questions you might have. Only you can join this group, if you click the link **HERE**.

I really want to see your progress so feel free to show me. Transformations are amazing, and if you want to take it to the next level I want to offer you fully personalized coaching.

Here, you get access to my personal WhatsApp, Email and Skype... all with a 24hour response time.

Alternatively if you've got some burning questions or something you need to sort out... I offer Skype consultations for people really serious about this.

This BluePrint is like 12 weeks of online coaching with me and can take you far. But for those looking to take it to the next level, you know where I'm at.



Fats, Oils, Nuts + Seeds

					Carbohydrate
Fats and Oils	Serving Size	Calories (kCal)	Protein (g)	Fat (g)	(g)
Avocado	100g	102	1	10.6	0.3
Coconut Milk	100ml	20	0.1	0.9	2.7
Olives	100g	155	1.3	14.5	3.3
Olive Oil	1 Tbsp (15g)	135	0	15	0
Almond Oil	1 Tbsp (15g)	135	0	15	Ο
Flaxseed Oil	1 Tbsp (15g)	125	0.1	13.3	1
Sesame Oil	1 Tbsp (15g)	135	0	15	0
Walnut Oil	1 Tbsp (15g)	135	0	15	0
Butter	10g	74	0	8.2	0
Nuts and Seeds					
Almonds	25g	147	5.3	12.3	2.4
Brazil Nuts	25g	173	3.6	16.8	2.1
Cashews	25g	145	4.6	11	6.7
Coconut (unsweetened)	50g	185	1.9	18	1.25
Flaxseed	30g	86	6.63	12	0.9
Hazelnuts	25g	164	3.8	15.2	1.8
Pine Nuts	25g	179	3.4	17.1	2.4
Pistachios	25g	146	5.3	11.2	4.9
Pumpkin Seeds	25g	154	7.6	12.3	2.7
Sesame Seeds	15g	93	2.7	8.7	O.1
Walnut Halves	25g	174	3.7	17.1	0.8
Peanuts	30g	171	7.5	15	5.4
Nut Butters					
Peanut butter	1 Tbsp (15g)	87	4.4	6.9	1.7
Almond butter	1 Tbsp (15g)	90	3.5	8	3
Cashew nut butter	1 Tbsp (15g)	93	3	7.6	2.8
Macadamia nut butter	1 Tbsp (15g)	119	1.3	12	1.1
Nut Oils					
Coconut oil	10g	78	0	9.1	Ο
Peanut oil	15ml	123	0	13.7	0
Hemp seed oil	10g	90	0	10	0

PROTEIN

Protein

Fish	Serving Size	Calories (kCal)	Protein (g)	Fat (g)	Carbohydrate (g)
Mackerel	100 grams	245	23.2	6.3	0
Salmon	100 grams	164	21.3	8.8	0
Tuna Steak	100 grams	106	23.7	1.1	0
Tinned Tuna (John West in Spring Water, drained)	100 grams	113	27	0.5	0
Herring	100 grams	215	18	16.0	0
Cod	100 grams	82	17.8	0.7	0
Haddock	100 grams	69	15	0.7	
Sardines	100 grams	223	22.3	15.0	
Shellfish					
Crab	100 grams	86	16.7	1.5	
Crayfish	100 grams	81	17	1.3	1.2
Prawns	100 grams	93	21	1.0	0
Lobster	100 grams	77	16.5	1	0
Meat					
Buffalo Steak	100 grams	106	23.5	1.8	0.0
Venison Burger	100 grams	147	18.1	6.1	1.8
Venison Steak	100 grams	149	29.9	2.3	0.0
Venison Sausage	100 grams	183	14.5	9.7	8.0
Lamb Steak	100 grams	229	34.1	10.2	0.0
Lean Beef Mince (5%)	100 grams	167	20.2	10.0	0.0
Steak burger	100 grams	219.0	17.4	15.1	3.3
Fillet Steak	100 grams	154.0	21.8	7.4	0.0
Rump Steak	100 grams	155.0	26.0	6.0	0.0
Beef Sausage	100 grams	225.0	14.6	15.9	5.7
Chicken Fillet	100 grams	92	18.9	1.3	1.1
Duck Fillet	100 grams	92	20.1	1.3	0.0
Turkey Fillet	100 grams	108.0	19.1	3.5	0.0
Pork Fillet	100 grams	210	28.3	4.2	0.0
Bacon Medallion	100 grams	194.0	31.5	7.5	0.0
Egg	1x Large	72	6.3	4.8	0.4

PROTEIN

Protein

Plant Protein	Serving Size	Calories (kCal)	Protein (g)	Fat (g)	Carbohydrate (g)
Chia	25 gram	125	4.2	8.3	8.3
Hempseed	30 grams	174	10	14	2
Chickpeas	1x tbsp	46	2.4	0.8	8.0
Soy Beans	1x cup	200	16.0	18.0	6.0
Quinoa	100 grams	374	13.1	68.9	5.8
Lentils	1 cup	230	18	40	0.8
Protein Powder					
Whey	25g	98	19.6	1.7	1.5
Rice	25g	100	20.0	0.0	3.3
Pea	25g	91	18.2	1.5	0.8
Soy	25g	97	9.0	2.1	11.8
Hemp	25g	92	21.7	3.2	5.8
Vegan	25g	110	20	2	3
Protein Bars *Can vary depending on flavour					
Fulfil Bar	1x bar	195	19.9	6.2	11.5
Grenade Carb Killa	1x bar	214	23.2	7.9	13.5

CARBS

Carbohydrates

					Carbohydrate
Fruits	Serving Size	Calories (kCal)	Protein (g)	Fat (g)	(g)
Apple	1 medium	80	0	0	22
Apricots	100g	42	1.2	0.2	9.8
Banana	1 medium	90	1.2	0.3	20
Blackberries	1 cup	62	2	0.7	13.8
Blueberries	100g	57	0.7	0.3	14
Cherries	100g	60	1.3	0	14.7
Dates or Figs	40g	118	1.5	0	28
Pineapple	100g	50	0.5	0.1	13
Plums	1 medium	76	1	0	19
Pomegranate	1/2	80	1	1	18
Prunes	5 prunes	100	1	0	26
Raisins	1 mini pack	42	0.5	0.4	10
Raspberries	100g	64	1.5	0.8	14.7
Tangerines	1 small	40	0.6	0.2	10
Dried Fruit	40g	110	1	0	25
Grape	15	45	0	0	11
Mango	100g	60	0	1	15
Melon	1 cup = 20 melon balls	61	0.9	0.2	15.5
Orange	1 medium	62	1.2	0.2	15.4
Peach	1 medium	60	1.4	0.4	14.7
Pear	1 large	80	0.5	0.2	21.3
Fruit Juice	1 cup (240ml)	130	2	0	31
Grains					
Basmati Rice	62.5g dry = 1 boil in the bag	170	4	0.5	37
Quinoa	100g	374	13.1	5.8	68.9
Rice, brown, white, wholegrain	100g	161	3.8	1	34.2
Buckwheat	1/2 cup	123	3.9	2.6	22.8
Porridge Oats	40g	150	5	2.5	27
Cereals (list a few)	Fruit&Fibre (40g)	152	3.2	2.4	27.6
	Cornflakes 30g	110	2.3	0.1	23.1
	Coco Pops 30g	116	1.5	0.8	25
	Alpen Muesli 45g	170	5	2.6	30.1

CARBS

Carbohydrates

Grains continued	Serving Size	Calories (kCal)	Protein (g)	Fat (g)	Carbohydrate (g)
	Frosties 30g	113	1.4	0.2	27
	Cheerios 40g	126	2.9	1.2	24.5
	Country Store 45g	166	4.1	2.3	31
	Special K 40g	141	5.4	0.2	26
	Cookie Crisp 30g	128	2.3	1.2	26.2
Rice Cakes	1 cake	50	1	0	11
Pasta	1/2 cup dry	190	7	1	41
Starchy Vegetables					
Butternut Squash	85g	40	1	0	10
Sweetcorn	100g	110	4.2	2.3	19.4
Sweet Potato	100g raw	86	1.6	0.1	20.1
White Potato	100g raw	85	2	0	19
Baked Potato	1 large with skin	115	2.5	0.1	26.7
Non-Starchy Vegetables *The following do not need to be tracked*					
Asparagus					
Aubergine					
Broccoli					
Brussel Sprouts					
Cabbage					
Cauliflower					
Celery					
Cucumbers					
Green Beans					
Leeks					
Kale					
Lettuce					
Mushrooms					
Onions					
Peppers					
Radishes					
Spinach					
Tomato					

Dairy

	Serving Size	Calories (kCal)	Protein (g)	Fat (g)	Carbohydrate (g)
Semi Skimmed Milk	150ml	74	5.4	2.7	7.5
Skimmed Milk	150ml	52	5.1	0.2	7.5
Full Fat Milk	150ml	98	4.8	5.4	7.0
Cottage Cheese (Low Fat)	100g	80	12.4	2.2	3.5
Natural Yoghurt	100g	83	6.0	1.9	9.6
0% Fat Free Greek Yoghurt	100g	57	10.1	0.0	4.0
Feta Cheese	100g	250	17.9	17.9	3.6
Cheddar Cheese	100g	406	24.0	33.8	1.3

TREATS, CHEAT + ALCOHOL

Treats, Cheats + Alcohol

	Serving Size	Calories (kCal)	Protein (g)	Fat (g)	Carbohydrate (g)
Haribo	45g	155	3	0.1	35.5
Skittles	55g (1 packet)	222	0	2.3	49.9
Jaffa Cakes	3 biscuits	138	1.8	3	25.8
Dominos Pepperoni Large Slice	1 slice	300	12	12.5	34
Ben and Jerrys					
Nutella	15g	81	0.9	4.7	8.6
Galaxy	42g (1bar)	250	3	14.9	25
85% Dark Choc	10g (1 square)	60	1.1	5.1	1.8
Kinder Bueno	19.5g (1bar)	123	2	8	10.6
Mars bar	52.7g (1 Bar)	260	2.5	9.9	40
Snickers	52.7g (1 Bar)	250	4	12	33
Cadburys cream egg	34g	150	2	6	25
Fruit pastels	52.5g (1 tube)	185	2.2	0	44
Dominos garlic bread	1 slice	82	1.6	4.1	9.8
Dominos boneless chicken wings	3 pieces	150	12	6	14
Gold Magnum	1 stick	290	3	20	25
KitKat	2 Sticks	107	1.3	5.3	13.3
M&Ms	47.9g (1bag)	250	5	13	30
Malteasers	37g (1bag)	187	3	9.3	22.9
Cadburys cream egg	34g (1 egg)	150	2	6	24
Pringles	30g	152	1.2	9.3	16
Jelly Tots	42g (1 pack)	144	0	0	36.2
Terrys Chocolate Orange	31.4g (4 seg- ments)	164	1.8	8.8	18.5
McDonalds Ice cream cone	1 cone	170	5	4.5	27
McDonalds 10 piece nuggets	10pieces	470	22	30	30
McDonalds small fries	Small	230	3	11	29
Biscoff Spread	1tbsp	89	0.5	6	8
Oreo	3 cookies	160	1	7	25
Reese's Peanut butter cup	2 peanut butter cups	210	5	13	24
Nestle Smarties	38g (1 tube)	176	1.8	7	26.2

TREATS, CHEAT + ALCOHOL

Treats, Cheats + Alcohol

	Serving Size	Calories (kCal)	Protein (g)	Fat (g)	Carbohydrate (g)
Starbucks Chocolate chip cookie	1 cookie	320	4	16	42
Subway Cookie	1 cookie	220	2	10	30
Dominos Cookies	2 cookies	166	2.1	6.8	25.3
Smirnoff Vodka	1.5 ounce (Standard shot)	97			
Table Red Wine	3.5fl oz	74			
Pure Gin	1.5 ounces (standard shot)	97			
Table White Wine	3.5fl oz	70			
Moser Roth Sea Salt Dark Choc (Aldi)	25g (1 bar)	130	1.5	7.6	13

PROGRESS CHART

Measurements	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Weight (lbs)												
Chest (cm)												
Biceps (cm)												
Waist (cm)												
Hips (cm)												
Thighs (cm)												
Calf (cm)												
Caliper Sites (mm)	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Bicep												
Tricep												
Chest												
Abdominals												
Supra Illiac												
Scapula												
Kidney												
Quads												
Calf												