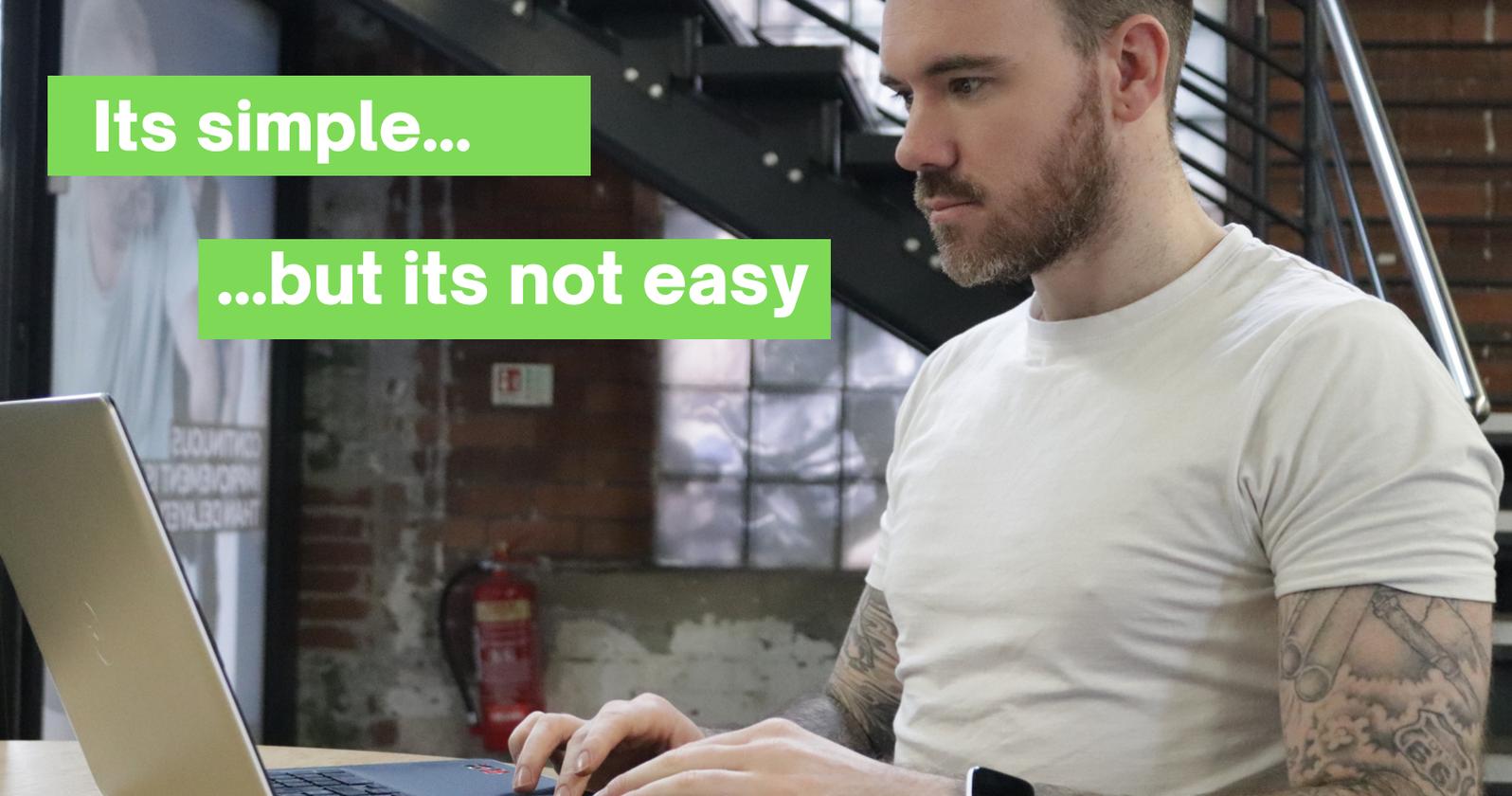


# Leaner Leader Program

**Losing the gut and  
seeing definition for life**



Its simple...

...but its not easy

If you are reading this, you most likely are carrying more fat than you would like and the majority of it being in your mid section.

And if you are like me, you want to see the belly fat go and sport a flat stomach, see some muscle definition, radiate more confidence, see a boost in energy and wake up everyday knowing your being your best self, as cliché as that last one sounds.

I was confused and frustrated for years trying to be leaner and more athletic.

I would give up all the time.

I would doubt myself all the time.

I would be jealous and resentful of others.

And this is why it took me YEARS to get into the best shape I have been.

I never had the guidance. I never had help. And that's the biggest mistake I made, NOT Asking for help.....So you have already done the best thing that I didn't.

And that's why I love being a coach. I get to help guys and give them the clarity, guidance and confidence they need to finally see the change they want

# My Outlook on Fat Loss

I split it into two parts

Achieving the result in the most efficient time possible

**BUT**

Also understanding it has to be a FOREVER process

Anyone can push themselves for 12 weeks, drop a shit tonne of fat and look better but its the keeping up to it that most struggle with

This is why mindset is #1 when it comes to change

You have to understand, the day you decide to change should be the day you realise YOU are changing, not just your body

**The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark**

-michelangelo



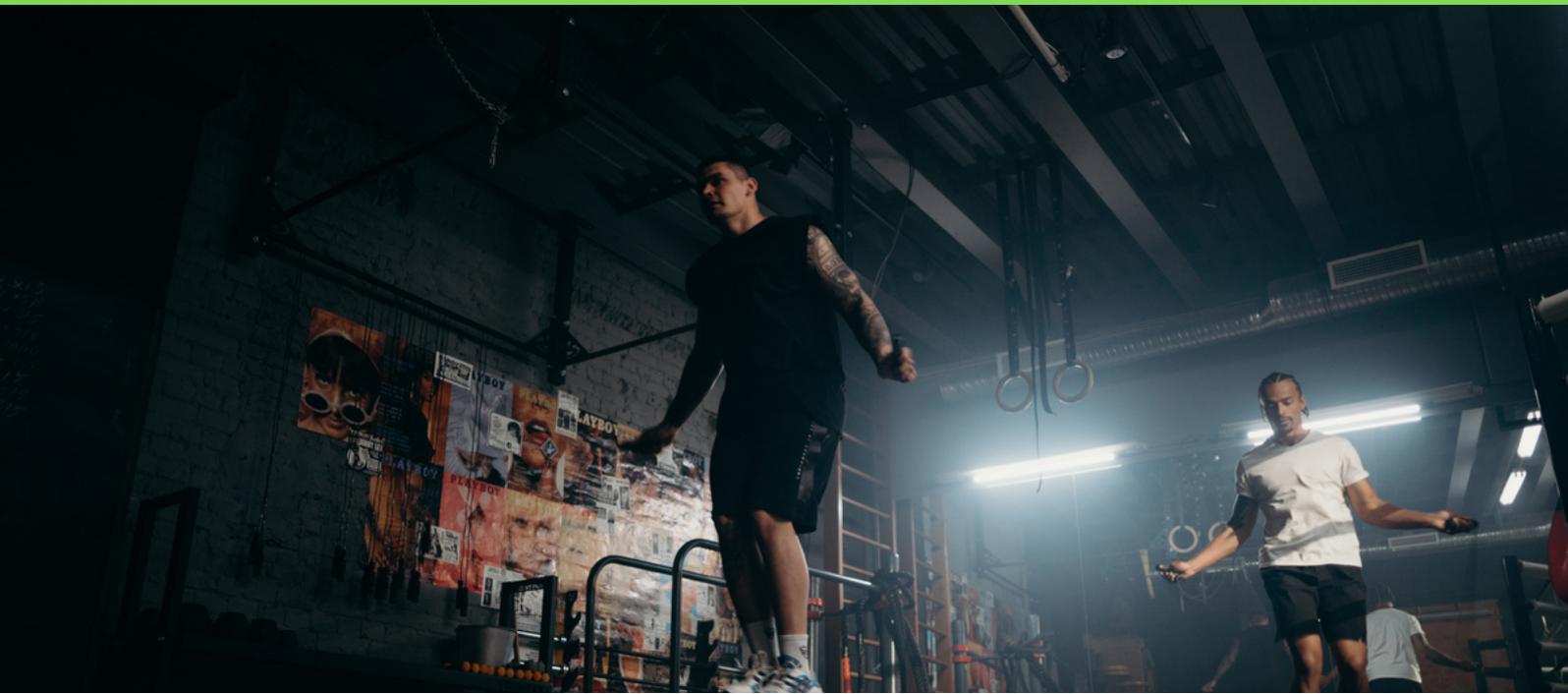
Your daily habits, decisions and actions will dictate your transformation and long term success

It won't all be plain sailing

You will hit bumps, get distracted and lose motivation from time to time but its the ability to get back on the train and continue the action that guarantee long term success

Self pity. Procrastination. Comparison. Will all hold you back and not serve you, in any walks of life.

The first aspect I would have you look at is where does your energy go? What do you spend your time doing? Who do you surround yourself with? What info are you absorbing daily?



**Doing Something  
Is better  
Than doing  
Nothing**

but

Im going to give you all the insights  
you need to make sure the  
"something" you are doing is going  
to keep you moving forward



# Lets get into the breakdown of gaining a leaner body

## Nutrition

Energy balance is #1. The amount of calories you intake will dictate weight gain, loss or maintenance

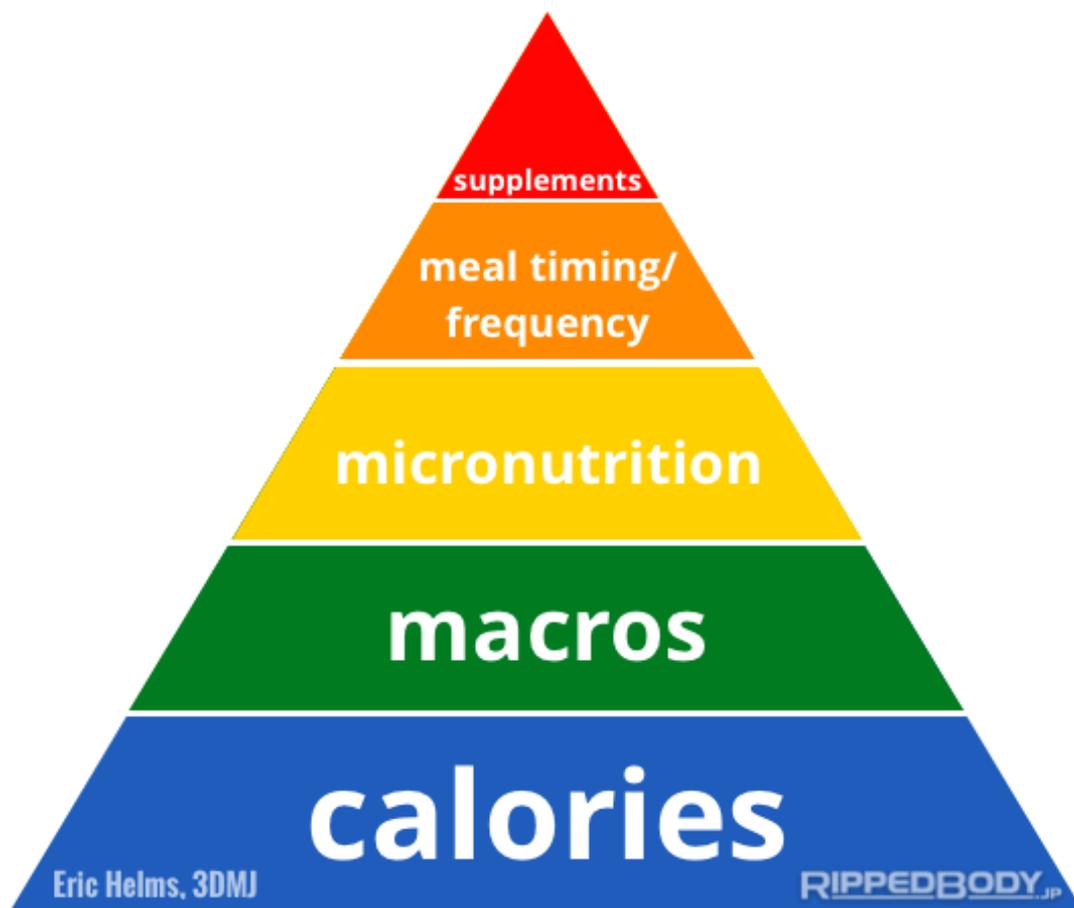
So, to drop fat we need to be in an energy deficit, this can be daily or over the week as an average, giving you the flexibility to have higher calorie day but still lose fat.

When we go into an energy deficit we still want to be eating enough food to maintain muscle, maintain energy levels, recover well, not lead to days of overeating because of hunger and not become irritable and lose our libido

I recommend 300-500 calories under maintenance. We can calculate this [here](#)

Most people underestimate the amount of food they eat.

Not all calories are created equal....



# THE PYRAMID OF NUTRITION PRIORITIES



# Macro-nutrients

The breakdown of your calories will fall under

**Protein - 4kcal per 1g**

**Carbs - 4kcal per 1g**

**Fat - 9kcal per 1g**

**Alcohol - 7kcal per 1g**

When you are trying to get into better shape, fat loss is the goal and muscle preservation/building is as important

Two things will make this happen

**Resistance training**

**Eating enough protein**

**1g per lb of goal bodyweight will ensure you do not lose any muscle whilst you drop fat, spread out throughout the day into 30-50g servings. So if you want to be 180lb your intake would be around 180g over the day.**

# **Carbs & Fats**

**Carbs are not the enemy, but they are not your best friend either  
I look at like this, if you move a lot and exercise hard, you need  
carbs to fuel and recover**

**If you don't move a lot or exercise hard, then,  
you don't need as much of them**

**No one got fat from eating fruit and make sure you fill up on veggies**

**Fats don't make you fat, just like carbs don't**

**Calories do**

**Fat is an essential part of the diet for your wellness BUT be aware  
they do carry more calories per gram compared to carbs and  
protein so it is really easy to sky rocket your intake**

**Finally, raising blood sugar levels is a huge factor in sustainable fat  
loss, eating food lower in sugar will keep your blood sugar and  
insulin at a constant level meaning you are less likely to have  
energy dips and food cravings**

# You DON'T need supplements but here is how they may help...

**Whey Protein** - Easily digestible protein intake that needs no preparation and thought. Spend a little more so you get a better quality protein, I recommend Optimum Nutrition

**Creatine** - Aids strength, recovery and It helps your muscles produce energy during heavy lifting or high-intensity exercise

**Vitamin D** - It helps regulate the amount of calcium and phosphate in the body. These nutrients are needed to keep bones, teeth and muscles healthy. It is best effective for places that have little sunlight like the UK in winter

**Multivitamin** - The primary role of a multivitamin is to fill nutritional gaps and make sure people get their daily allowance of underconsumed nutrients. I would only suggest this as a "top up" whilst maintaining a balanced diet

# Exercise

Just like calories, not all exercise is created equal

When dropping fat and preserving muscle/building it, we NEED the following:

Progressive overload and compound exercises (Multi muscle movements ie squats, lunges, bench press, pull ups etc)

Entering the gym, or working out at home, especially as a "beginner", your focus should initially be three things:

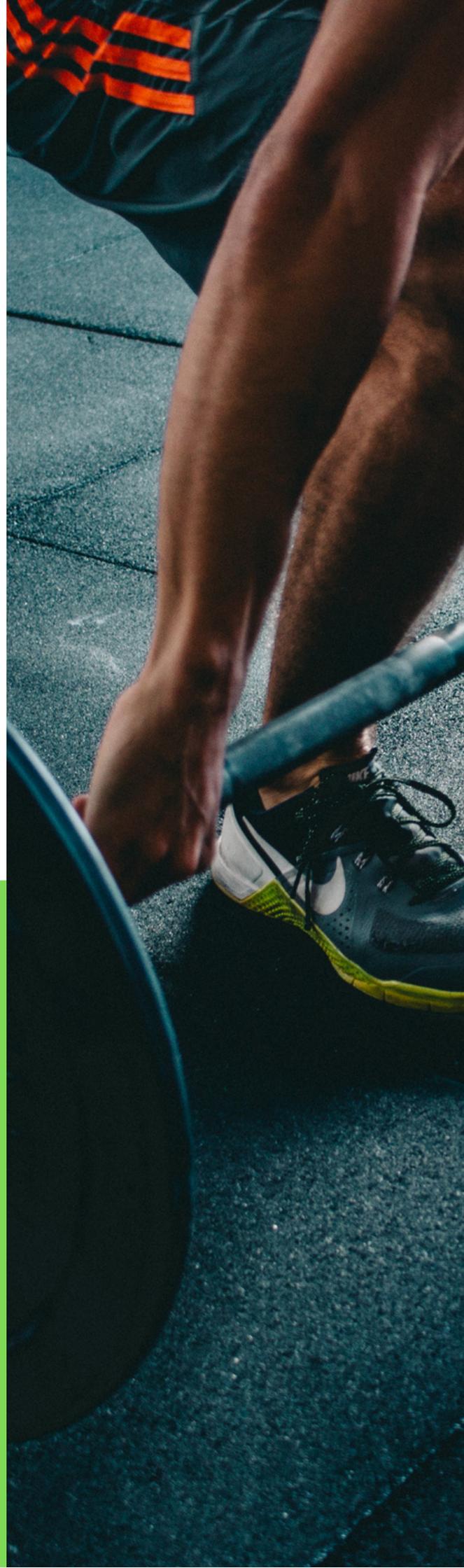
- Getting stronger
- Increasing volume
- Improving movement/technique

**Getting stronger - increasing weight**

**Increasing volume - increasing reps and sets**

**Improving technique - better range of motion and more activation of muscles**

**Do just ONE of these in a session and you will progress**



# Exercise

## High Intensity Interval Training Vs Steady State Cardio

HIIT, or High Intensity Interval Training, involves short bursts with high effort, followed by lower effort rest intervals. LISS, or Low Intensity Steady State, involves consistent effort at a steady pace

The EPOC (Post Exercise Oxygen Consumption) effect involves the body burning more calories due to an increased oxygen consumption post exercise in the hours following the workout. Compare that to LISS which is said to not have a form of EPOC effect at all. As for research on the effects of EPOC in terms of calories burned, there are multiple studies showing that the effect is not substantial and should not influence one form of cardio over another.

In 'layman's terms', HIIT has very high caloric expenditures followed by very low caloric expenditures, and LISS has a steady state of caloric expenditure. So, at the end of the workout, this would mean they pretty much equal out in terms of calories being burned.

cardio should only be a tool used to aid in fat loss, and not a necessity. Your body adapts to stress very quickly, so it will adapt (become better conditioned) to the amount of cardio you stress it with. This will then mean that you will have to add more cardio just to keep the fat loss effects of it.





# Exercise

Biggest advice

Start small

3-4 times in the gym/home, focusing on compound lifts between 6-15 reps

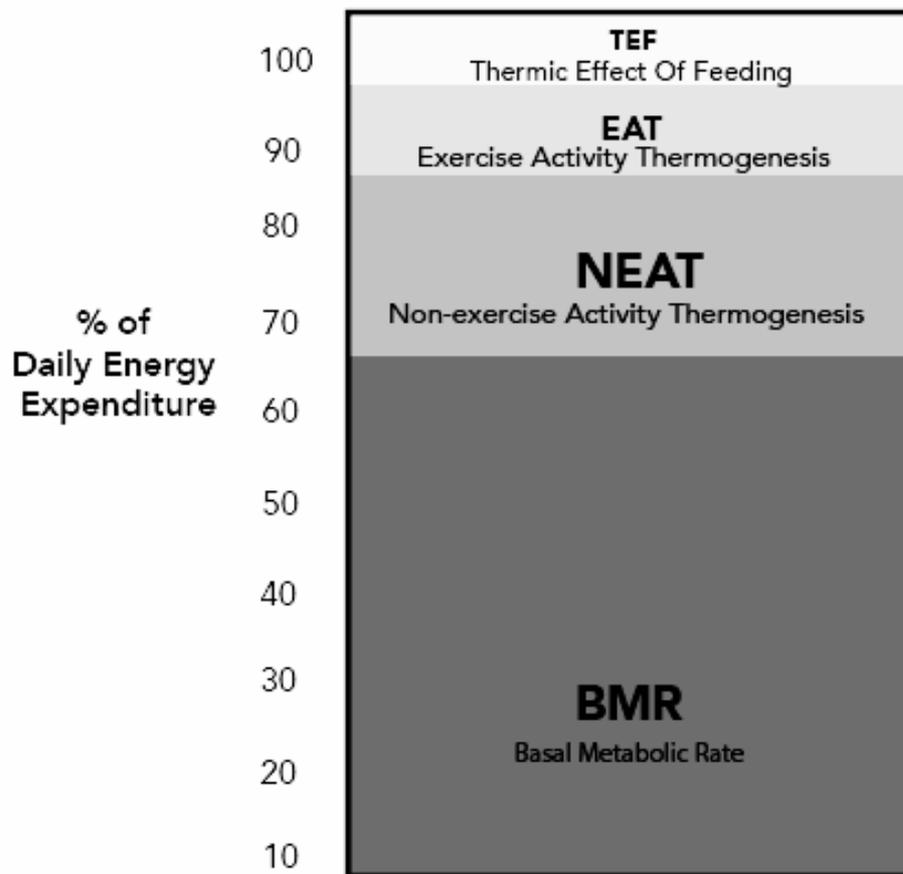
10-20 sets over the week per muscle group and hitting the same muscle groups 2-3 times a week

This is why building a program is crucial so you have intention every time you workout and know how to improve (more weight, more reps)

More sweat and doing star jumps isn't going to build you a strong and lean body

**Use cardio as a tool**

**if you enjoy a sport or certain cardio like running, swimming etc then do it, don't over think it, but be sure to prioritise your strength**



BMR - The amount of calories you would burn daily doing NOTHING AT ALL.

NEAT - your day to day movement that isn't planned, but can be manipulated by being conscious of your daily steps

EAT - Exercise: Gym, home, cardio

TEF - the energy required to breakdown the food you eat. Eating higher protein and higher fiber food will increase the amount of energy needed as it requires more energy to break it down

**The last 3 aspects you are in control of, you are in control of how often you exercise, you are in control of how much you move and you are in control of your diet!**

**First point of action**

**Take photos, front, back and side full view**

**Take your weight and measurements first thing in the morning, more accurate this way**

**Write down your ultimate goal, the more specific you can be the more action you will take because you will have a clear vision of what it looks like and how you feel envisioning it**



**Its SIMPLE but it isn't EASY**

**I said that at the start.**

**You have all the tools now to build routine and structure to your life to achieve your goals**

**Its about taking the consistent action needed, motivated or not, until you become the person you want to be**

**Don't aim for perfect, don't bury your head in the sand if something doesnt work out, go to the do list and ask yourself**

**"have I done everything I need to do to improve this week?"**

**If its a NO, it isn't the plan that needs changing, its your mindset, actions and decisions you are making everyday!**

**LETS GET TO WORK!**

## **Daily/Weekly Checklist**

**Organise your day/week - I use google calendar**

**Set a consistent workout routine - 3/4/5 days a week, whatever works for you**

**Set a step/cardio target for the week - start small and build up**

**Set up myfitnesspal - plug in the calories and macros you calculated above**

**Drink 2L water a day**

**Monitor your weight, measurements and pics weekly - first thing in the morning**

# 3 day gym routine

## Day 1

Back Squat	4 sets 8-12 reps
Reverse lunges	2 sets 12-15 reps
Incline Barbell Press	4 sets 8-12 reps
Flat DB Press	2 sets 12-15 reps
Bent over Row	4 sets 8-12 reps
Pull ups	2 sets As many as possible
Overhead DB Press	4 sets 8-12 reps

## Day 2

Deadlift	4 sets 8-12 reps
Goblet Squat	2 sets 12-15 reps
Incline DB Press	4 sets 8-12 reps
Push ups	2 sets As many reps as possible
Wide Pulldown	4 sets 8-12 reps
DB Bentover Row	2 sets 12-15 reps
Barbell Shoulder Press	4 sets 8-12 reps

## Day 3

Leg Press	4 sets 8-12 reps
Walking lunges	2 sets 12-15 reps
Flat Barbell Press	4 sets 8-12 reps
Dips	2 sets As many reps as possible
Seated Cable Row	4 sets 8-12 reps
Single arm pulldown	2 sets 12-15 reps
Lateral Raises	4 sets 8-12 reps

# 3 day home routine

## Day 1

Squats	4 sets 8-12 reps
Reverse lunges	4 sets 12-15 reps
Push ups	4 sets 8-12 reps
Single leg glute bridge	4 sets 12-15 reps
Plank	4 sets 30sec
Russian twist	4 sets 30sec

## Day 2

Bulgarian split squat	4 sets 8-12 reps
Decline Push up	4 sets 12-15 reps
Step ups	4 sets 8-12 reps
Pike Press	2 sets 8-12 reps
Side Plank	4 sets 30sec
Lying Leg Raises	4 sets 20 reps

## Day 3

Squats	4 sets 15-20 reps
Close Grip Push up	4 sets 12-15 reps
Static Lunges	4 sets 8-12 reps
Push ups	2 sets As many reps as possible
Plank Rotation	4 sets 30sec
Reverse Crunches	4 sets 20 reps

# Cardio Ideas

## Cardio 1

Sprint/run 20sec Rest/walk 40sec x 10

## Cardio 2

Run 3mins walk 1min x 5

## Cardio 3

Row 250m Rest 60sec x5

## Cardio 4

Row 500m 30sec rest, Row 400m 30sec rest, Row 300m 30sec rest, Row 200m 30sec rest, Row 100m

## Cardio 5

Airbike	30, 20, 10 Cals	Superset
Mountain climbers	30, 20, 10 Reps	

## Cardio 6

Airbike Sprint 20sec rest 10sec x20



## Look...

You have everything in this download to build routine that works for you, so you can drop a tonne of fat, feel energetic, strong and confident...



...and I want you to use this TODAY!

But if after 2 weeks you still haven't done anything about it, you don't have an information problem, you have an implementation problem



And that is the problem all the guys on your left had, zero implementation.

So we built plans that worked for them, educated them along the way and made sure they implemented.



Look what happens when you do...



If you want to fast track your goal, [click here](#) and we can start with a quick chat