

# HOW I COACH, AND HOW I GOT HERE

I'm not here to tell you what to do. I'm here to show you how I think: what I believe, how I got there, and what I got wrong along the way.

## HOW I GOT HERE

420 to 193

My heaviest and my lightest, and I've been every weight in between, in both directions.

1,550

my powerlifting total

2:04

my best half marathon

I've built pounds of muscle and lost pounds of fat several times over. So I know what the hard parts feel like, and I know why they happen. The full story is in [the blog post](#).

# WHAT I BELIEVE

**The world is set up to make us overweight and stressed.**

**The way through is choosing on purpose.**

The goal isn't a ban on cake. It's that a year from now, you don't reach for it.

# THE SYSTEM, IN ORDER

Six stages, in a set order. Planning runs underneath every stage, and a simple training program runs from day one.

1

## Goals

Why you're doing this

2

## Routines and habits

One habit at a time

3

## Food

Foods you'll actually enjoy

4

## Meals

What each meal is for

5

## Sleep and stress

Wind down, de-stress

# 6

## Training

Cardio, strength, steps

## EVERY STAGE HAS A FINISH LINE

Nobody moves on because the calendar says so. Each stage ends with a test we both agree on.

### Goals

The goal is yours and the why is clear

### Routines and habits

One morning habit, picked by you, done at least once

### Food

You've picked foods you'll enjoy from every category

### Meals

You can say what job each meal does

### Sleep and stress

A wind-down routine you keep, and ways to de-stress you use

### Training

You hit the minimums: 150 to 300 minutes of moderate cardio a week, 2 strength sessions, and 7,000 steps a day

# HOW I DESIGN YOUR PLAN

## EATING

**Foods you actually like.** You pick them from every category, so the swaps are yours to make.

**Every meal has a job.** Starting the day, fueling a workout, recovering, setting up your sleep.

**Numbers from your real data.** A week of logging beats a guess.

**Nothing is off limits.** The goal is that in a year, the cake is a choice and not a reflex.

## TRAINING

**The right tool for each muscle.** The most growth for the least wasted fatigue.

**Finish the set.** Hard, honest effort on the sets that count.

**Enough work, not endless work.** Weekly volume built for your goal and your recovery.

**Built around your week.** Your days, your time, your equipment. The first block is a solid start, and we sharpen it as I learn you.

**Same idea in both: simple things, done well, for a long time.**

## **BEFORE ANYONE PAYS, WE TALK**

I'd rather tell you what a goal really takes than sell you a plan that quietly fails. On the pre-call we cover:

- The full reality of what it will take to hit your goals
- Whether the goal is really yours
- What you're ready to change right now

If it isn't a fit yet, I'll say so. Sometimes a slower start is the better plan.

# HOW WE WORK TOGETHER

1

## Pre-call

Goal and reality check, before you pay

2

## Intake

You fill in the questionnaire first, then we talk it through

3

## Week 1

Cronometer and WhatsApp: we gather data and change very little

4

## Week 2

Your habit, your future self, and your first plan

5

## Week 3 on

One stage at a time, each with its finish line

I build your plan in the background while you work through the first two weeks.

# WEEK ONE IS DATA, NOT CHANGE

**Log everything.** Every meal and drink, every day, in Cronometer.

**Send a photo of everything you eat, every day.** I compare the photos with your log to see how closely it matches what was really on the plate. After week one, photos are for when something's hard to log.

**Record daily numbers.** Weigh-in, water, steps, bedtime, and how rested you feel, all in Cronometer.

**Pick one morning habit.** Your choice, picked with me on our intake call. It's the only thing that changes.

We're gathering data, so we remove variables.

## IS THIS FOR YOU?

**If gimmicks have stopped working for you,  
or you know exactly what to do and still  
can't do it, I'm probably your guy.**

Fat loss, muscle building, and body recomposition.