

# REFORGE TRAINING

*The Phoenix Protocol*

**Rise From The Ashes. Reclaim Your Power.**

## ⚠️ IMPORTANT MEDICAL DISCLAIMER

### PLEASE READ CAREFULLY BEFORE BEGINNING THIS PROGRAM

The information provided in The Phoenix Protocol is for educational and informational purposes only and is not intended as medical advice. This program is not a substitute for professional medical advice, diagnosis, or treatment.

#### **Before starting this or any fitness and nutrition program, you MUST:**

- Consult with your physician or qualified healthcare provider
- Obtain medical clearance, especially if you have any pre-existing conditions
- Disclose any medications you are currently taking
- Discuss whether fasting and intense exercise are appropriate for your individual situation

#### **This program is NOT suitable for:**

- Individuals under 18 years of age
- Pregnant or breastfeeding women
- Individuals with a history of eating disorders
- Those with diabetes (Type 1 or Type 2) without medical supervision
- Individuals with heart conditions, kidney disease, or liver disease
- Anyone taking medications that affect blood sugar or blood pressure
- Those with compromised immune systems

**Exercise Disclaimer:** The exercises described in this program involve physical exertion and carry inherent risks of injury. By participating, you assume all risks of injury. If you experience pain, dizziness, shortness of breath, or discomfort during exercise, stop immediately and consult a medical professional.

**Nutritional Disclaimer:** The nutritional information and fasting protocols provided are general guidelines. Individual nutritional needs vary based on age, gender, activity level, medical conditions, and other factors. The calorie recommendations may not be appropriate for everyone.

**Mental Health Disclaimer:** While this program addresses mental wellness, it is not a substitute for professional mental health treatment. If you are experiencing depression, anxiety, or other mental health challenges, please seek help from a licensed mental health professional.

**Results Disclaimer:** Individual results will vary. The timeframes and outcomes described represent potential results and are not guaranteed. Your results depend on multiple factors including but not limited to: adherence to the program, starting fitness level, genetics, sleep quality, stress levels, and overall lifestyle.

**Liability Waiver:** REFORGE TRAINING, its owners, operators, and associated trainers assume no responsibility for injuries or health problems that may occur as a result of following this program. You participate entirely at your own risk.

**Professional Relationship:** This program does not create a doctor-patient, therapist-client, or personal trainer-client relationship. It is educational material only.

**BY PROCEEDING WITH THIS PROGRAM, YOU ACKNOWLEDGE THAT YOU  
HAVE READ, UNDERSTOOD, AND AGREE TO THESE TERMS.**

# TABLE OF CONTENTS

- 1.** Welcome: Your Journey Begins
- 2.** The Phoenix Protocol: Understanding Fasting
- 3.** The Science Behind Fasting
- 4.** What to Expect: Results in 10-14 Days
- 5.** The Process: Your Fasting Protocol
- 6.** Meal Plans & Nutrition Guidelines
- 7.** The 11 Pillars of Transformation
  - 7.1** Consistency
  - 7.2** Discipline
  - 7.3** Accountability
  - 7.4** Attitude
  - 7.5** Stress & Cortisol Management
  - 7.6** Gut Reset
  - 7.7** NEAT (Non-Exercise Activity)
  - 7.8** Dopamine, Grounding & Environment
  - 7.9** Circadian Rhythm & Meal Timing
  - 7.10** Self-Control & Cravings
  - 7.11** Confidence
- 8.** Understanding Insulin Resistance
- 9.** Exercise Programs
  - 9.1** Gym-Based Superset Program

## **9.2** Home Workout Alternative

**10.** Progress Tracking Tools

**11.** Next Steps & Support

# 1. WELCOME: YOUR JOURNEY BEGINS

---

Welcome to your first day of reclaiming yourself and the person you were most happy being. We've all been there—it doesn't matter how you got here. Whether it was working constantly, family life demands, injury, or simply losing focus, you've arrived at this point. But if you're reading this, know that I've been to the same point and brought myself back to where I was supposed to be.

This isn't just about losing weight or completing an exercise program. It's about building yourself mentally as you do physically and forming the right habits to become someone even better than before. The same way that a sword can be melted down and reforged into something even better, we are going to strip you down and rid you of the negative tendencies and impurities that you've acquired during the time when you lost focus. We'll rebuild your discipline and confidence on top of your physical body and take you to where you want to be.

## **Who This Program Is For:**

The Phoenix Protocol is designed for professionals aged 25-55 who have focused so hard on their careers and responsibilities that they've let themselves go in the process. You've lost your physical shape and face mental health challenges. You're tired of feeling stuck. You're ready to reclaim your power.

### **This program requires:**

- Commitment to the full 10-14 day protocol
- Willingness to face discomfort
- Honesty with yourself about where you are
- Medical clearance from your physician
- No one to blame but yourself for the results

**Here's the truth:** The results you achieve depend entirely on your discipline and attitude. This isn't framed as a challenge—it's the process of regaining your body and your mind. No one is going to hold you accountable other than yourself.

# 2. THE PHOENIX PROTOCOL: UNDERSTANDING FASTING

---

## **The Core Principle: Move Before You Eat**

Before consuming your first meal each day, you MUST complete some form of exercise. This non-negotiable principle sets the tone for your entire day and activates your body's fat-burning systems before introducing food.

This protocol is going to be the deciding factor in whether you achieve your goals for the long term. You will focus on fasting from food and eating within specific windows of time, consuming a set amount of food. This will not only bring about the physical changes you're looking for but will also work on the mental side of what you're trying to achieve.

## **Why Fasting? Why Now?**

We've all heard of fasting, but what makes this method special? Humans have followed this way of eating since the beginning of our species. Food was scarce and did not come easily. Early humans had to strain their bodies physically to chase down and hunt their food—quite different from today, where food is so readily available that all you have to do is move your fingers and it arrives on your lap.

This is where the problem begins. We as a species haven't changed much physiologically since then. Our body's systems still work the same as they did when we were hunting for food after days of not having a meal. We have been brainwashed into thinking we must have our three meals a day and start eating as soon as we wake up in the morning. This narrative has

been pushed by food companies trying to capitalize on an opportunity through the spread of misinformation.

**Ask yourself this question:** Why do you need to eat food to gain energy if you are already overweight and holding onto excess subcutaneous fat? Does your body not use fat as an energy source? The science and hundreds of thousands of years of experience dictate that it absolutely does use fat as an energy source.

# 3. THE SCIENCE BEHIND FASTING

---

## The Metabolic Switch

Your body operates on two fuel systems:

1. **Glucose** from recently consumed foods
2. **Ketones** from the fat you have stored (the fat you're in the process of losing)

When you eat regularly throughout the day—breakfast, lunch, and dinner—your body stays in glucose utilization mode. After approximately 12-16 hours without food, your body flips the "metabolic switch" and begins burning fat for fuel, producing ketones. This switch is where the magic happens.

Using the example of a hybrid car: when constantly eating, you only ever use one fuel tank (glucose). Fasting allows you to tap into your second, much larger fuel tank—the stored body fat that never gets used when you're eating all day long. That's how you accumulate stubborn weight that refuses to budge.

## The Daily Accumulation Problem: Autophagy

Every day, your cells accumulate damaged proteins, dysfunctional components, and metabolic waste. When you're constantly eating, your body focuses on building and growth but doesn't have time for cellular repair. Regular fasting activates a cellular process called **autophagy** ("self-eating")—your body's internal recycling program.

During autophagy, cells break down and remove:

- Damaged components
- Proteins that aren't working properly

- Potentially harmful bacteria and viruses

## What Happens Inside Your Body When You Fast?

Hours Fasted	What's Happening in Your Body
<b>0-4 Hours</b> The Digestive Phase	Your body is still digesting your last meal, breaking down nutrients and storing excess energy as glycogen in your muscles and liver.
<b>4-12 Hours</b> Glycogen Depletion Phase	Your body uses up the available glucose in your bloodstream and begins tapping into glycogen stores. Insulin levels start to drop significantly. Since insulin is the hormone that tells your body to store fat, when it drops, your body can finally access stored fat for energy.
<b>12-18 Hours</b> The Metabolic Switch	Your glycogen stores are depleted, and your liver begins producing ketones from stored fat. Your body officially switches from glucose-burning to fat-burning mode. Blood sugar stabilizes at healthy levels without food intake because your body is manufacturing its own fuel from stored fat.
<b>18-48 Hours</b> Peak Autophagy	Your cells are now in full repair mode, breaking down damaged proteins and cellular debris. Human Growth Hormone production can increase up to 5 times normal levels, helping to preserve and increase muscle mass while accelerating fat burning. Your body also increases production of Brain-Derived Neurotrophic Factor (BDNF), a protein that supports brain health and cognitive function.

## The Inflammatory Reset

Fasting reduces inflammation throughout your body by decreasing inflammatory markers like C-reactive protein and interleukin-6. Chronic inflammation is linked to nearly all modern diseases, from heart disease to cancer. By giving your digestive system a break, you reduce the inflammatory burden caused by constant food processing and help your body mitigate these risk factors.

## Mental Clarity and Cognitive Enhancement

Many people experience increased mental sharpness during fasting. This isn't just psychological—it's biological. When your body produces ketones, your brain prefers them as fuel over glucose. Ketones provide a more stable and efficient energy source that doesn't cause the blood sugar spikes and crashes that lead to brain fog.

### **This happens because:**

- Fasting lowers inflammation in the brain, which is increasingly linked to cognitive decline
- Mitochondria in your brain cells work more efficiently during fasting, providing steady, sustained mental energy
- Ketones are a "cleaner" fuel source, producing fewer metabolic byproducts than glucose

# 4. WHAT TO EXPECT: VISIBLE RESULTS IN 10-14 DAYS

---

When you combine fasting with eating nutrient-dense, whole foods during your eating windows, the results can be remarkably visible in just 10-14 days.

## Why This Timeline Matters

There's a reason I specified this protocol runs 10-14 days. Over this period, you are going to follow a fasting protocol to start your journey not only of weight loss but of change in body composition, energy levels, mental clarity, and discipline. This is your foundation.

## Expected Results:

### 1. Visible Fat Loss

Within 10-14 days of consistent fasting (such as 16:8 or OMAD), if followed correctly, you will lose between **3-8 pounds of fat**, with much of this coming from actual fat loss rather than just water weight.

#### Why you'll notice it:

- **Abdominal fat loss:** Research shows that fasting particularly targets visceral fat—the fat stored around your organs in your abdomen. Studies indicate reductions of roughly 5% in abdominal fat within 2 weeks.

- **Facial definition:** As bloating decreases and subdermal fat reduces, your jawline, cheekbones, and eye areas become more defined.

## 2. Dramatic Reduction in Bloating

This is often the most immediate and noticeable change:

- **Decreased water retention:** Lower insulin levels cause your kidneys to release excess sodium and water. This can reduce bloating by several pounds within 48-72 hours.
- **Digestive system reset:** Giving your gut extended breaks allows inflammation in the digestive tract to subside. The constant state of digestion from eating every few hours can cause chronic bloating.
- **Reduced gas and discomfort:** With fewer hours spent digesting food, there's less fermentation in your gut, meaning less gas production.

## 3. Other Notable Side Effects:

Benefit	Timeline	What You'll Notice
<b>Increased Energy</b>	Days 3-5	Sustained energy throughout the day without afternoon crashes that come from constant eating
<b>Better Sleep Quality</b>	Days 5-7	Fasting improves sleep quality by regulating circadian rhythms and reducing digestive disturbances during the night
<b>Clearer Skin</b>	Days 7-14	Reduced inflammation and improved autophagy lead to more radiant skin. Many people notice acne improvements within 2 weeks
<b>Reduced Joint Pain</b>	Days 7-10	The anti-inflammatory effects of fasting can significantly reduce joint pain
<b>Mental Clarity</b>	Days 10-14	The mental fog lifts, and many people report enhanced focus and better memory

## The Combined Effect

When you pair fasting with eating whole, unprocessed foods—vegetables, lean proteins, healthy fats, and limited refined carbohydrates—you create a powerful synergy. The fasting provides the metabolic reset and cellular cleaning, while the quality nutrition during eating windows provides the building blocks for optimal health.

# 5. THE PROCESS: YOUR FASTING PROTOCOL

---

The process you follow will depend on your own abilities. No one is going to hold you accountable other than yourself. I will not frame this as a challenge, but as you completing the process of regaining your body and your mind. The results depend on your discipline and attitude.

## Choose Your Fasting Protocol

Protocol	Fasting Window	Eating Window	Best For
<b>12:12 Fast</b> (Beginner)	12 hours	12 hours (e.g., 1pm - 1am)	Those new to fasting who need to ease in gradually
<b>16:8 Fast</b> (Intermediate)	16 hours	8 hours (e.g., 12pm - 8pm)	Most people—highly effective for fat loss and autophagy
<b>18:6 Fast</b> (Advanced)	18 hours	6 hours (e.g., 2pm - 8pm)	Experienced fasters seeking maximum results
<b>OMAD</b> (One Meal A Day)	23 hours	1 hour (one complete meal)	Advanced practitioners with aggressive weight loss goals
<b>48-Hour Fast</b> (Once Weekly)	48 hours	N/A	Diabetics or those needing significant weight loss (medical supervision recommended)

## Recommended Progression

**Days 1-3:** Start with 16:8 fasting (2 meals per day)

**Days 4-7:** Continue 16:8 or progress to 18:6 if feeling good

**Days 8-14:** Transition to OMAD if you want maximum results and feel ready

## The Rules

Throughout the protocol, you will follow these non-negotiable guidelines:

### What You CANNOT Consume While Fasting:

- Liquid calories (alcohol, fizzy drinks, coffee with sugar/milk)
- Any items that spike insulin release
- Processed foods during eating windows

### What You CAN Have While Fasting:

- Water (aim for 3+ liters daily)
- Black coffee
- Black tea
- Green tea
- Electrolytes once daily (Celtic salt **or** products like LMNT)

### During Your Eating Window:

- Eat whole foods
- Aim for home-cooked meals
- High protein (120-140g daily)
- Vegetables for fiber and nutrients

- Healthy fats for satiety
- Moderate carbs (70-100g daily)

## Understanding Your Calorie Deficit

**Example Calculations (adjust based on your stats):**

Your Metrics	Calculation
BMR (Basal Metabolic Rate)	1,600 kcal
TDEE (Sedentary)	1,920 kcal (BMR × 1.2)
TDEE (Lightly Active)	2,200 kcal (BMR × 1.375)

### Fat Loss Timeline:

To lose 1 kg of body fat, you need to create a deficit of approximately 7,700 calories:

Daily Calorie Deficit	Time to Lose 1 kg
500 kcal	~15 days
770 kcal	~10 days
1,000 kcal	~7-8 days
1,170 kcal	~6-7 days

**Important Note:** These are examples of how fat loss works. Muscle loss can also be a factor, so adequate protein must be consumed daily to counter this problem.

# Food Tracking Requirements

## The Photo & Log System

You MUST track everything you consume:

1. **Log food into an app** such as MyFitnessPal or any alternative
2. **Take photos of EVERYTHING** you eat the moment you're about to eat it
3. **Log even the smallest items**—if someone gives you a sweet, log it and photograph it

**Why?** Logging food into an app is sometimes hard to remember with a busy life, but taking photos ensures nothing is forgotten. This will help you realize what you're consuming on a daily basis and identify problems if they arise.

## Meal Timing for Optimal Results

### Recommended Eating Window: 11am - 7pm

This window is strategically chosen to align with your body's natural insulin sensitivity rhythm. Insulin sensitivity is highest in the morning (around 6am-12pm) and lowest after 9pm. By eating between 11am and 7pm, you maximize fat burning while minimizing fat storage.

**What this means:** The same meal eaten at 2pm versus 9pm will have completely different metabolic effects. Evening meals require up to 2x more insulin, keeping your body locked in fat-storage mode for 3-4 hours during sleep.

# 6. MEAL PLANS & NUTRITION GUIDELINES

Below are sample meal plans for a 1600-calorie approach. These meals are designed to be quick, easy to prepare, and suitable for busy professionals. All meals include regular and vegetarian alternatives.

## Macronutrient Targets (1600 Calories Daily)

Macro	Grams	Calories	Percentage
Protein	120-140g	480-560 kcal	30-35%
Carbohydrates	70-100g	280-400 kcal	20-25%
Fats	60-75g	540-675 kcal	40-45%

## 16:8 Fasting Meal Plans (Two Meals Per Day)

*Eating Window: 12pm - 8pm*

### Day 1

Meal	Time	Regular Option	Vegetarian Option	Calories	Protein
Meal 1	12:00pm	Grilled chicken breast (200g), mixed green salad with olive oil	Chickpea & quinoa bowl (80g quinoa, 150g chickpeas), mixed greens,	~800	60-65g

		dressing, quinoa (80g cooked), avocado (half)	olive oil dressing, avocado (half), hemp seeds (2 tbsp)		
<b>Meal 2</b>	7:00pm	Baked salmon (180g), roasted vegetables (broccoli, bell peppers, zucchini), sweet potato (150g), mixed nuts (30g)	Lentil & vegetable curry (200g lentils, mixed veg), brown rice (80g cooked), cashews (30g), Greek yogurt (100g)	~800	60-65g

## Day 2

Meal	Time	Regular Option	Vegetarian Option	Calories	Protein
<b>Meal 1</b>	12:00pm	Turkey mince stir-fry (200g turkey, mixed vegetables), brown rice (80g cooked), olive oil (1 tbsp)	Tofu stir-fry (200g firm tofu, mixed vegetables), brown rice (80g cooked), sesame oil (1 tbsp), edamame (100g)	~800	60-65g
<b>Meal 2</b>	7:00pm	Grilled steak (180g lean cut), roasted Brussels sprouts & carrots, baked potato (medium), butter (1 tsp)	Black bean & sweet potato bowl (200g black beans, 150g sweet potato), roasted Brussels sprouts, tahini dressing, pumpkin seeds (30g)	~800	60-65g

## Day 3

Meal	Time	Regular Option	Vegetarian Option	Calories	Protein
<b>Meal 1</b>	12:00pm	Tuna salad (200g tuna in water, mixed leaves, cherry tomatoes, cucumber, olive oil), whole grain toast (2 slices), walnuts (30g)	Falafel bowl (5 falafels, hummus, mixed salad, olive oil), whole grain pita, mixed nuts (30g)	~800	60-65g

<b>Meal 2</b>	7:00pm	Baked chicken thighs (200g), cauliflower rice, green beans, avocado (half), parmesan (30g)	Vegetable & halloumi traybake (200g halloumi, mixed roasted veg), quinoa (80g cooked), olive oil, sunflower seeds (30g)	~800	60-65g
---------------	--------	--	---	------	--------

## Day 4

Meal	Time	Regular Option	Vegetarian Option	Calories	Protein
<b>Meal 1</b>	12:00pm	Beef & vegetable soup (200g lean beef, mixed veg, beans), whole grain roll, side salad with olive oil	Minestrone soup (mixed beans, vegetables, pasta), whole grain roll, side salad with nutritional yeast, almonds (30g)	~800	60-65g
<b>Meal 2</b>	7:00pm	Grilled prawns (250g), zucchini noodles with tomato sauce, feta cheese (50g), pine nuts (30g)	Egg & vegetable frittata (4 eggs, mixed veg), side salad, whole grain toast (2 slices), avocado (half)	~800	60-65g

## Day 5

Meal	Time	Regular Option	Vegetarian Option	Calories	Protein
<b>Meal 1</b>	12:00pm	Chicken & vegetable wrap (200g chicken, whole wheat wrap, hummus, salad), Greek yogurt (150g) with berries	Greek salad wrap (whole wheat wrap, feta 100g, chickpeas 100g, vegetables, olives), Greek yogurt (150g) with berries	~800	60-65g
<b>Meal 2</b>	7:00pm	Pork tenderloin (180g), roasted root vegetables, spinach	Vegetable & bean chili (mixed beans 200g, vegetables), brown rice (80g cooked), sour cream,	~800	60-65g

	sautéed in garlic, macadamia nuts (30g)	cheese (50g), pumpkin seeds (30g)	
--	---	-----------------------------------	--

## 18:6 Fasting Meal Plans (Two Meals Per Day)

*Eating Window: 2pm - 8pm*

**Note:** Use the same meal combinations as above, but compress them into the 2pm-8pm window. First meal at 2pm, second meal at 7pm.

## OMAD (One Meal A Day) Meal Plans

*Eating Window: One complete meal consumed within 1 hour (suggested time: 5pm-6pm)*

### OMAD Day 1 - Regular

Component	Food	Amount
Main Protein	Grilled chicken breast	250g
Secondary Protein	Salmon fillet	150g
Carbs	Sweet potato + quinoa	150g + 80g cooked
Vegetables	Large mixed salad, roasted broccoli, bell peppers	300g total
Fats	Avocado, olive oil dressing, mixed nuts	1 whole, 2 tbsp, 30g
Total	~1600 calories, 130g protein	

### OMAD Day 1 - Vegetarian

Component	Food	Amount
Main Protein	Lentil & chickpea curry	150g lentils, 150g chickpeas

Secondary Protein	Greek yogurt + cottage cheese	150g + 100g
Carbs	Brown rice + quinoa	80g + 60g cooked
Vegetables	Large mixed salad, roasted vegetables	300g total
Fats	Avocado, tahini, mixed nuts, olive oil	1 whole, 2 tbsp, 30g, 1 tbsp
Total	~1600 calories, 130g protein	

## Quick Meal Prep Tips for Busy Professionals

### Sunday Meal Prep (2-3 Hours)

- **Proteins:** Grill/bake 5-7 chicken breasts, cook 1kg ground turkey, bake salmon fillets
- **Carbs:** Cook large batch of quinoa, brown rice, and sweet potatoes
- **Vegetables:** Wash and chop salad ingredients, roast 2 trays of mixed vegetables
- **Portions:** Divide into containers for the week
- **Vegetarian proteins:** Cook large batch of lentils, chickpeas, prepare tofu/tempeh

## Emergency Quick Meals (Under 15 Minutes)

Meal Type	Regular Option	Vegetarian Option	Prep Time
Quick Protein Bowl	Canned tuna, pre-washed salad, pre-cooked quinoa, olive oil, nuts	Canned chickpeas, pre-washed salad, pre-cooked quinoa, hummus, nuts	5 min
Stir-Fry			10 min

	Pre-cooked chicken, frozen vegetable mix, pre-cooked rice, soy sauce	Firm tofu cubes, frozen vegetable mix, pre-cooked rice, soy sauce	
Omelette Bowl	3-4 eggs, pre-chopped veg, cheese, side of toast, avocado	3-4 eggs, pre-chopped veg, cheese, side of toast, avocado	8 min
Wrap	Whole wheat wrap, deli turkey/chicken, hummus, salad, cheese	Whole wheat wrap, falafel, hummus, salad, feta cheese	5 min

### **⚠ "I Don't Have Time" is a Choice**

If you think you have no time to make food, that's just a choice. To achieve what you want, you must make sacrifices. Use a few hours on a day off to meal prep and have foods set up for the week. Being unprepared is what keeps you stuck.

For culturally appropriate meal planning assistance, visit: [Culturally Appropriate Diet Plan Creator](#)

# 7. THE 11 PILLARS OF TRANSFORMATION

---

Physical transformation is only part of the journey. True change requires mental fortitude, discipline, and a complete shift in how you approach your life. The following 11 pillars are the foundation upon which your new self will be built.

## 7.1 PILLAR ONE: CONSISTENCY

Consistency refers to the quality of repeated behaviors—maintaining the same standards, patterns, or principles over time. More simply, it's being predictable in your actions.

### Performance Consistency

#### **The Non-Negotiable Morning Walk**

**Every morning starts with a 15-minute walk.** Tired, hungover, unhappy—you walk for 15 minutes during this protocol. Not only for increasing step count and burning calories, but for your mental health.

This is YOUR time before the world demands anything from you. No phone, no podcasts at first—just you, movement, and silence. This single habit will help you understand yourself and where you began to let things go and indulge in bad habits.

**Why it matters:** Depression thrives in stagnation. Movement is medicine. The morning sunlight regulates cortisol and serotonin. You'll sleep better. Think clearer. It's the foundation everything else builds on.

Showing up regularly with moderate effort beats sporadic intense efforts. Your body adapts to consistent patterns. Weekend warriors see less progress than those following small daily

habits. Small consistent actions compound into major transformations over months. However, consistency with intensity will build a great body and mind alike.

### **Minimum Exercise Commitment:**

You will complete **at minimum three 45-minute exercise sessions per week**. This is the bare minimum. Anything less and it will be hard to even begin noticing changes in your fitness or body for a long time.

- **Beginners:** 3 sessions per week (one day on, one day off)
- **Intermediate:** 4-5 sessions per week (2 days on, 1 day off)
- **Advanced:** 5-6 sessions per week (3 days on, 1 day off)

### **Behavioral Consistency**

This means your actions align with your values, beliefs, and commitments over time. It's what links who you say you are and who you actually are through your actions. You cannot say you are a generous person if your actions don't align with being generous—you must show things through your actions.

If you consistently act more generously, your actions will shape your identity. In your case, if you consistently work on your health, you will in turn become a healthy person.

### **Psychologically, consistency will:**

- Build confidence that you can trust yourself and follow through with commitments
- Reduce anxiety by eliminating mental energy spent managing contradictions
- Increase predictability—people will rely on, respect, and admire you for living by your principles

Consistency is the bridge between setting goals and accomplishing them. Small steps every day lead to better results than one big effort every two weeks with nothing in between. You are only human—it's natural to have days where you slip up or take a step back—but compounding consistency will get you where you want to be.

## 7.2 PILLAR TWO: DISCIPLINE

Discipline is the ability to control your impulses, emotions, and behaviors to achieve a longer-term goal. It's doing what needs to be done, when it needs to be done, whether you feel like it or not. **Motivation is a temporary feeling, but discipline is forever.**

Discipline is about training, not punishment. It is the framework of true freedom to pursue what matters to you. You owe it to yourself to maintain discipline and self-control.

### Discipline is a Trainable Skill

You aren't born with discipline—it is shaped through consistent actions that focus on long-term outcomes, embracing delayed gratification rather than short-term impulses.

**You will train your discipline through this protocol:**

- **Through fasting:** No short-term impulses will be acted upon. You will follow your eating schedule not because it's easy, but because it helps you in the long term.
- **Through exercise:** You will complete the prescribed exercise program not because you're motivated, but because you understand it's a necessary step for your health and must be completed.
- **Through showing up:** Discipline is showing up because you're supposed to, not missing sessions because you don't feel like it.

### Why You Struggle With Internal Discipline

You may not realize it, but you've been disciplined your whole life through external structures—rules, laws, workplace policies. So why do you struggle with following your own internal standards when no one is making you do something? Why don't you do it for yourself?

There are many reasons why discipline matters:

- **Personal goals require sustained effort:** Starting with your 10-day protocol, you need to stay disciplined to see results. There will be no one looking over your shoulder.
- **This is the key difference between wanting something and having it.**

- **Mental structure reduces anxiety:** The accomplishment of staying disciplined builds self-esteem.
- **Control over your actions means control over your life:** No one to blame, and the ability to make anything you want of your life.

## Setting Boundaries for Success

You will need to create boundaries for your success. Undisciplined friends will normalize a lack of discipline, but you must separate yourself if you want to achieve. When you have proven that you will stick to your word and do what you say you're going to do, people will start to respect you and what you stand for.

There's a reason why people who are financially wealthy or in perfect physical shape are automatically more respected and liked—it's not for any other reason than that as humans, we respect hard work.

**Becoming the person who can do what needs to be done, when it needs to be done, regardless of how you feel. The life you want is on the other side of the discipline you're avoiding.**

## 7.3 PILLAR THREE: ACCOUNTABILITY

Accountability is taking full ownership of your actions, decisions, and the consequences that follow—both intended and unintended. It's the acknowledgment that you are responsible for your choices and their outcomes, and the willingness to answer for them to yourself and others.

### Stop Blaming External Factors

It's easy to blame the outcomes of your life on many different factors: upbringing, financial status, life events, even health conditions. However, it gets to a point in life where you must own those things you have suffered with—or maybe are still suffering with—and take power to change the outcomes.

Everyone is on their own journey, so you must be the one to help yourself. Thus, you must hold yourself accountable for the outcomes of your decisions.

#### Examples:

- If you are overweight but have been using the excuse that you're binge eating cakes because it makes you feel better—understand you are responsible for the outcome. You are responsible for gaining weight.
- If you start this protocol but find that you haven't lost any weight or formed any positive habits, and you haven't followed the instructions given—you are responsible for that, and no one else.
- If you miss 20 minutes of a session because you haven't got time due to the bus coming late—you cannot blame the bus. Look to yourself, work on your time management, and plan for factors such as traffic in advance.

### Internal vs. External Accountability

It's easy for people to be held externally accountable—answering to a boss, checking in with someone. Where you have lost sight is in your **internal accountability**—answering to yourself and setting your own standards.

If you are unhappy with the person you see in the mirror, why haven't you set that standard and answered to yourself? Why do you not do what you say you're going to do when no one is watching?

You can tell people you're committed to things all the time, but no one will believe you if the results don't show it. People respect those who do what they say they will do.

## Why You Avoid Accountability

- Fear of failure
- Fear of disappointment
- Fear of judgment from others
- Fear of loss that others will notice

Forget about what others will notice. Take control back internally and do this for yourself. If something doesn't work, try again and make it work. This is why you're following this protocol—to hold yourself accountable and go again.

**The most successful people aren't more talented or lucky—they're more accountable. They've built systems that ensure they do what needs to be done, even when it's difficult, even when no one's watching, even when they don't feel like it.**

## 7.4 PILLAR FOUR: ATTITUDE

Attitude is your settled way of thinking, feeling, and perceiving the world around you. It's the mental lens through which you interpret events, people, and circumstances. Your attitude determines not what happens to you, but how you respond to what happens—and this response is what shapes everything.

### Attitude Shapes Your Reality

Approach the protocol with a positive attitude and it will serve you greatly. You may have let yourself go thus far, but it's how you're going to respond to it. Your attitude shapes your reality.

If you happen to mess up on your diet, that's not the important thing—it's how you approach the situation after. Will you carry on for the rest of the day saying "it doesn't matter, I'll catch up tomorrow," or will you focus up straight away and get back on track?

When you let yourself get out of shape physically and mentally, it shows through your attitude. You tend to have a lazy or negative approach to situations or life in general. **Attitude is contagious and affects everyone around you.**

### The Attitude Cycle

1. Your attitude creates expectations
2. Expectations influence your behavior
3. Your behavior influences outcomes
4. Outcomes reinforce your original attitude

**Example:** "I'm bad at exercise" → avoid exercise → don't practice → perform poorly → "See, I'm bad at exercise"

### Attitude Determines Life Experience

Two people can face identical circumstances with completely different experiences:

Same Event	Attitude A (Negative)	Attitude B (Positive)
Layoff from job	<p>"My career is over. I'm a failure. Nothing works out for me."</p> <p><b>Outcome:</b> Spirals into depression and bad habits</p>	<p>"This is scary, but it's an opportunity to find work I actually love."</p> <p><b>Outcome:</b> Finds better opportunity and focuses on positives</p>

## Attitude Affects Physical and Mental Health

### Positive attitude associated with:

- Stronger immune system
- Lower blood pressure
- Reduced inflammation
- Better cardiovascular health

### Negative attitude linked to:

- Chronic stress and disease
- Early mortality
- Depression and anxiety
- Amplified mental health struggles

### Rewire Your Brain

Focusing on the negatives always gives rise to more negatives because you train your mind to notice negative things. They will always be what appears.

Follow a positive approach and rewire your brain to notice positive things. You will see the opportunity and best outcome from every situation that arises.

## 7.5 PILLAR FIVE: STRESS & CORTISOL MANAGEMENT

Stress is your body's response to any demand or threat—real or perceived. It's an ancient biological mechanism that evolved to help us survive dangers. Understanding stress means understanding cortisol, the "stress hormone."

### What Cortisol Does to Your Body

In life, cortisol is needed for regular bodily function. However, when we are stressed, cortisol leads to a number of changes. One of the most notable is a rapid increase in blood glucose for quick energy.

#### Long-term cortisol elevation leads to:

- **Abdominal weight gain:** The body stores fat in the abdomen in case of long-term famine
- **Increased appetite and cravings**
- **Fat storage and muscle breakdown**
- **Thyroid suppression**
- **High blood pressure**
- **Gut problems:** Slowed digestion and bloating effects that make you look like you hold more fat in the abdominal area

### Good Stress vs. Chronic Stress

Stress as a whole is not a bad feeling to have—it allows you to physically and mentally grow and adapt to different situations. However, long-term exposure to stress works against you, leading to negative physical conditions and mental issues such as anxiety disorders and depression.

## **The Goal: Meaningful Stress**

Your perception determines your body's stress response. Your goal is not to be stress-free but to have an attitude towards life that is so optimal that you make meaningful stress work for you to support your well-being.

**The people who thrive aren't those who avoid stress—they are those who've learned to make stress work for them.**

## 7.6 PILLAR SIX: GUT RESET

A gut reset is the process of restoring optimal function and health to your digestive system and gut microbiome. It involves eliminating factors that damage gut health while introducing practices that promote healing and proper function.

### What Is the Gut Microbiome?

The gut microbiome is filled with trillions of microorganisms responsible for:

- Digesting food
- Regulating the immune system
- Regulating metabolism
- Producing neurotransmitters that affect mood

### What Damages Your Gut

This system is infiltrated by:

- Processed and sugary foods
- Seed oils (vegetable, canola, soybean, corn oil)
- Alcohol
- Low fiber intake
- Chronic stress

### Symptoms of Poor Gut Health

Digestive Symptoms	Whole-Body Symptoms
<ul style="list-style-type: none"><li>• Bloating</li><li>• Gas</li><li>• Cramping</li><li>• Constipation</li><li>• Stomach pain</li></ul>	<ul style="list-style-type: none"><li>• Skin issues (acne, eczema)</li><li>• Chronic fatigue</li><li>• Anxiety</li><li>• Depression</li><li>• Weight issues</li></ul>

- Acid reflux
- Food sensitivities

- Inflammation
- Sugar cravings

**Why these occur:** Gut bacteria produce signaling molecules that affect the whole body. Inflammation spreads from the gut, and malabsorption of nutrients occurs. **Your gut health IS your overall body health.**

## The 3-Phase Gut Reset Approach

### Phase 1: ELIMINATE (Weeks 1-2)

Remove all gut-damaging foods and focus on simple, healing foods.

#### Completely Remove:

- Processed foods (packaged snacks, frozen meals, fast food)
- Sugar (white sugar, brown sugar, syrups, candy, desserts)
- Artificial sweeteners (aspartame, sucralose, saccharin)
- Alcohol (all types)
- Gluten (wheat, barley, rye, conventional oats)
- Dairy (milk, cheese, cream, ice cream, butter)\*
- Industrial seed oils (vegetable, canola, soybean, corn oil)
- Soy (except fermented: tempeh, miso, natto)
- Processed meats (deli meat, hot dogs, bacon with nitrates)
- Fried foods

*\*Some individuals tolerate dairy well—test during Phase 3*

### Phase 2: HEAL & RESTORE (Weeks 3-8)

- Continue elimination
- Emphasize gut-healing foods
- Add fermented foods gradually (sauerkraut, kimchi, kefir)

### **Phase 3: REINTRODUCE & MAINTAIN (Weeks 9-12+)**

- Test removed foods systematically and see how they work with your body
- Establish sustainable eating pattern

The gut reset is a great approach to the longevity of a balanced diet that works well with your body in particular. It can lead to long-term intuitive eating habits where you will not need to focus so hard to maintain a healthy gut and healthy body through eating habits, as you know what foods cooperate effectively with your body.

## 7.7 PILLAR SEVEN: NEAT (Non-Exercise Activity Thermogenesis)

NEAT is going to be a big focus in the protocol. This refers to daily movement that you complete—standing, fidgeting, household chores, walking up stairs. These activities can burn **300-500+ calories daily**.

### Why NEAT Matters More Than You Think

#### The Math:

- Most people exercise 3-5 hours per week at maximum
- You're awake roughly 110 hours per week
- NEAT happens during the other 105+ hours
- Small increases in NEAT throughout those hours = MASSIVE impact

Scenario	Calories Burned
1 hour intense gym workout	400-600 calories
Being sedentary other 23 hours	Minimal NEAT
<b>ALTERNATIVE:</b> No gym, but 10,000 steps + standing desk + active hobbies	600-1,000+ calories from NEAT

**NEAT can equal or exceed exercise calorie burn and actively assist you more efficiently.**

### The "Active Couch Potato" Problem

You work out hard for 1 hour, then sit completely still for 12 hours and lie down for 10-11 hours. Your body compensates by reducing NEAT unconsciously, resulting in minimal difference from a non-exerciser due to lack of energy expenditure.

**Research finds:** People who exercise vigorously often unconsciously:

- Move less throughout the rest of the day

- Take fewer steps
- Sit more
- Feel "entitled" to rest after workout
- Total daily calorie burn isn't much higher than sedentary people

**The Solution:** Exercise AND high NEAT. Don't use your workout as an excuse to be sedentary all day. Movement throughout the entire day is key.

## Tips to Increase NEAT

- Walk 15 minutes after each meal
- Stand instead of sitting whenever possible
- Only take the stairs (never the elevator)
- Use a standing desk
- Walk during work hours with a walking pad
- Don't stand still—fidget, shift weight, move
- Aim for step count over 6,000 daily (minimum)

The NEAT approach to life will also work positively on your mental health. Doing these extra tasks will work wonders for building your discipline. Remember, discipline is not something we inherently have—we must work on building it. Through these small daily tasks, you will experience exponentially higher benefits mentally.

## 7.8 PILLAR EIGHT: DOPAMINE, GROUNDING & POSITIVE ENVIRONMENTS

### Dopamine Fasting & Reset

Dopamine fasting is a strategic reduction of high-stimulation activities to restore your brain's natural reward sensitivity. Modern stimuli have overloaded our reward systems to the point of building natural tolerance through high-intensity stimulation.

#### This stimulation comes from:

- Constant scrolling on social media (micro-hits of content)
- Junk foods high in sugar, fat, and salt
- Excessive use of pornography
- Video gaming marathons

All of these increase dopamine by over 100%—more than you get from exercising. Receptors become desensitized, where you need more stimulation for the same results, resulting in:

- Life feeling boring
- Needing constant stimulation to feel good
- Mental health deterioration

#### The 4-Week Dopamine Reset Protocol

Eliminate high dopamine-producing activities (in this case, junk foods and alcohol) while replacing them with walks outside and exercise.

Timeline	What to Expect
Days 1-3	Intense boredom, restlessness, irritability
Days 4-7	Reduced cravings, but still uncomfortable

Days 8-14	Noticeable improvement in appreciation for simple pleasures
Days 15-30	Receptors regulate and baseline sensitivity restored

After this is restored, you can start reintroducing activities with an 80/20 ratio of low-producing to high dopamine-producing activities.

**Design your day on rewarding yourself with sustainable rewards.** Aim to do your hardest tasks as early as possible, such as exercise in the morning or difficult and important work that must be completed.

The dopamine reset will restore mental health with increased motivation, reduced anxiety, better focus, and improved self-belief that you are able to achieve things again.

## Grounding

Grounding is done on two levels that will both improve mental health.

### 1. Physical Grounding (Earthing)

Making direct skin contact with the earth that we are essentially insulated from during regular life with shoes, living elevated off the ground, and roads being everywhere.

The Earth's surface has a negative electrical charge. It has been found that **20 minutes of bare skin contact** with grass, sand, soil, or even unpainted concrete (which is conductive) can:

- Reduce cortisol
- Reduce inflammation
- Improve sleep quality

### 2. Psychological Grounding

Mental techniques to anchor yourself in the present moment. You often hear people saying to "live in the moment" and appreciate where you are currently.

- Forward-thinking too much creates anxious thoughts
- Living in the past is ruminating on bad experiences, creating trauma

Engaging in psychological grounding will:

- Manage anxiety by breaking panic cycles
- Improve emotional regulation
- Promote mindfulness and appreciation for the present moment (a proven anti-depressant)

## Positive Environment

Your environment is not a neutral thing—it is constantly shaping your mental state.

### Three Types of Environment:

Environment Type	Impact	How to Optimize
Physical	Being around nature reduces cortisol	Have plants around you, go for walks where there is greenery
Social	The 5 people you spend most time with influence your attitudes, beliefs, habits, goals, energy levels, and mental health patterns	Create a positive social environment—surround yourself with people who uplift and inspire you
Digital	95% of the world is present digitally more than in person. Constant access to high dopamine activities optimized for user engagement, not user well-being	Set digital boundaries: no unnecessary notifications, electronics-free zones, scheduled app time, reduced pointless scrolling

### Mental Health Implications of Poor Digital Environment:

- Increased anxiety and depression
- Reduced self-esteem
- FOMO (fear of missing out)
- Disrupted sleep
- Comparison and negative self-talk

- Reduced real-world social skills

**To reduce these factors:** Limit your digital environment to things that do not negatively affect your mental health—humorous videos, educational content in any topic you're interested in, and inspirational content—rather than content you will compare yourself to and then engage in negative self-talk.

## The Synergistic Effect

By incorporating these three things together, you will not only improve effectiveness, but they also have a synergistic effect on each other—they all aid one another, exponentially multiplying effectiveness.

**Mental health isn't achieved through willpower alone. It is designed through the intelligent management of:**

- Your neurochemistry (dopamine)
- Your nervous system (grounding)
- Your context (environment)

When all of these factors are aligned to suit your specific life and lifestyle, mental health will not be something you work on to keep in check—you will be naturally keeping it aligned through positive daily practices.

## 7.9 PILLAR NINE: CIRCADIAN RHYTHM & MEAL TIMING

Our circadian rhythm is your body's internal 24-hour biological clock that regulates virtually every physiological process—sleep/wake cycles, hormone release, body temperature, digestion, metabolism, and most notably, insulin resistance and fat storage. All organs and tissues must be in synchronization for optimal health.

### The Same Meal at Different Times = Different Results

The same meal eaten at different times during the day can have a completely different metabolic effect due to different flows of hormones in the body.

#### Insulin Sensitivity Throughout the Day

Time of Day	Insulin Sensitivity	Insulin Required
6am (Morning Peak)	100% (Highest)	Baseline
12pm-2pm	80-90%	10-20% more insulin
6pm-8pm	60-70%	30-40% more insulin
9pm+ (Evening Low)	50% (Lowest)	2x the insulin (double)

### How Beta Cells Work on a Clock

The beta cells in your pancreas that secrete insulin have their own circadian rhythm. Sensitivity is highest around 6am and lowest after 9pm, where sensitivity will be 50% of that in the morning—meaning double the insulin is required for the same carb load.

## Using This Knowledge to Your Benefit

### Optimal Eating Window: 11am - 7pm

While fasting, you will tend to follow an eating schedule such as 16:8 (16 hours fasting, 8 hours eating). You can tweak this window to start at 11am and finish by 7pm, meaning you will get a high percentage of insulin sensitivity while staying away from the lower percentages. This makes your body take on an easier workload and use less insulin to achieve the same results, which means less fat storage.

### Where People Go Wrong

Eating a massive meal at night with 2x the insulin spike compared to the morning, which stays elevated for 3-4 hours during the night with the body locked in fat-storage mode. Then:

1. Disrupted sleep due to digestion of food
2. Wake up still in digestion mode
3. Miss the peak of insulin sensitivity in the morning
4. The next day needs an even larger spike of insulin for dinner due to sensitivity being at rock bottom
5. Even more fat storage than the night before

**This is a vicious cycle that massively increases the prevalence of weight gain.**

### Why the 11am-7pm Window is Optimal

1. **Aligns with Insulin Sensitivity Rhythm:** Largest meal when sensitivity highest (morning/afternoon), smallest meal when sensitivity lowest (early evening)
2. **Maximizes Fat Burning Window:** 16-hour overnight fast = extended low insulin state. Fat burning from 7pm - 11am (16 hours). Morning fasted state = peak fat oxidation.
3. **Optimizes Digestion:** Complete digestion before sleep, no food-sleep interference, better sleep quality, digestive system gets 16-hour break
4. **Enhances Circadian Rhythm:** Consistent timing reinforces body clocks. Morning light + food = strong circadian signal. Evening no food = clear sleep signal. All clocks synchronized.

5. **Prevents Evening Fat Storage:** Minimal calories when fat storage drive is highest. Avoids late-night insulin spike. Closes fat storage window early.

## 7.10 PILLAR TEN: SELF-CONTROL & SATISFYING CRAVINGS

Self-control is the ability to override your immediate impulses, desires, or behaviors in favor of longer-term goals and values. It's the capacity to say no to what you want now for what you want most in the future.

### Make Self-Control the Easiest Option

To improve self-control, make healthy choices the easiest option for you to follow:

- Have food prepped and ready to eat
- Have healthy snacks at the ready if you know you're going to have cravings
- Keep the healthy option visible at all times
- **Prevention is better than cure:** Prevent the possibility by not having the unhealthy option accessible to you

Following these steps can tailor your life to make self-control the easiest and most efficient option.

### The Cycle of Cheating/Binge Eating

#### The Destructive Cycle:

Weak self-control → leads to → unplanned cheating → escalates to → binging

You will not only ruin your diet, but you will binge, and with a binge comes the cycle of either:

- **Revenge dieting:** Imposing unrealistic restrictions
- **Complete quitting:** Saying you'll start again another day

Both are detrimental not only to your diet but mentally will cause exaggerated turmoil and have detrimental effects on discipline and accountability, taking you essentially back to a cycle of negativity.

## How to Approach Slip-Ups Correctly

**The Reality:** You engaged in a behavior. One behavior. It doesn't define your character or predict your future.

### Don't Fall Into These Traps:

- **Trap:** Believing restriction is the answer  
**Reality:** Restriction triggers the binge-restrict cycle. Your body interprets restriction as a threat, increasing cravings and lowering willpower.
- **Trap:** Believing you need to immediately prove yourself with extreme discipline  
**Reality:** Binge eating/drinking floods your brain with dopamine, then crashes it. You wake up dopamine-depleted, which makes everything feel harder and cravings stronger.

## The Car Analogy

Like a car in motion, if you steer slightly off path, instantly get back onto the right path. Simply do not try to speed up and make up for lost time. Maintain your steady pace.

## The Preferable Compromise

If you feel at the end of your self-control and must indulge, focus on "the preferable compromise."

**Example:** If you are someone who is liable to binging, compromise and have the one sweet or chocolate rather than going without for two days and over-indulging by having 7 or 8.

Align goals with your lifestyle and allow flexibility to ensure you keep on track. Do not let the behavior take control of you and determine what path you will follow.

## 7.11 PILLAR ELEVEN: CONFIDENCE

Confidence is the belief in your ability to handle situations, challenges, and outcomes. It's trusting yourself to perform, adapt, and succeed—or if failure comes, being able to handle it.

### Two Types of Confidence

Type	Description	How It's Built
<b>General Self-Confidence</b>	A general sense of capability across multiple domains—the foundation for all confidence you build	Repeated accumulation of success, overcoming challenges, self-knowledge, belief in yourself and your abilities
<b>Domain-Specific Confidence</b>	Confidence in specific areas or skills (physical, social, professional)	Specific practice, repeated success, skill development in that area

### The Three Components of Confidence

1. **Competence:** Your actual ability
2. **Self-Belief:** Your belief in your ability
3. **Experience:** Your history of success or overcoming tasks

### Why Confidence Is Declining in Society

Confidence as a whole is declining due to a number of factors:

- Comparison through social media
- Lack of physical stimulation that our bodies have been exposed to since the dawn of time
- No challenge in daily life—it is too easy
- Sedentary lifestyles and sitting 10 hours a day

All of these factors come together and significantly reduce confidence levels in individuals. You look in the mirror, not happy with what you see, and it translates to your confidence. You can't run more than two minutes without getting tired—physically you are weak, so it translates over to your physical confidence whether you think it does or not.

**The mind and the body work in unison.** If you are physically strong, it shows in your mental strength. If you are experiencing mental turmoil, it shows in your body. Everything is connected.

## How Exercise Builds Confidence

### 1. Competence Through Mastery

Your progressive overload and getting stronger will progress your confidence. Whether people agree or not, your ability to do 20 push-ups in one go is better than 90+ percent of the population. Every workout completed is evidence that you can achieve and proof of capability.

### 2. Physical Transformation

The loss of excess fat and definition of muscle lead to psychological impacts:

- The mirror reflects your confidence in a strong body
- You feel attractive
- Socially you feel more confident, as you understand people are thinking the same things you are
- You feel better, so confidence naturally increases

The general public respects people in physical shape not out of fear that they are stronger—it's because it is evident in their body that they are consistent and hardworking people.

#### Professional Insight

A client of mine who used to be a manager at J.P. Morgan said the deciding factor between people he hired would be whether or not they exercised throughout their lives, due to their ability to work hard without anybody watching them.

### 3. Discipline Builds Self-Trust

You keep the promises you have made with yourself. Your consistency builds trust with yourself.

### 4. Embracing Discomfort

Your ability to embrace discomfort shows you are capable and resilient enough to achieve. The final reps you do when you say you're tired will be the ones that show up in your confidence.

As a species, we now tend to lean toward comfort and an easy life. This is what contributes to lack of confidence and drive to achieve.

### 5. Psychological Benefits

Exercise will improve a number of confidence-destroying factors:

- High anxiety
- Depression
- Lack of self-worth

By training, you will improve all of these, and in turn, your confidence will skyrocket. Remember the link between body and mind—it will shine through as clear as day in your confidence levels.

While it is understood that getting up and training while experiencing these conditions is a challenge, it must be done if you are to better yourself and move forward.

## Make Exercise the Hardest Thing You Do

### The Confidence Key

My final suggestion: **Physically make the exercise the hardest thing you do with your day.**

This means work so hard in that session that none of your daily challenges will come close to being as hard as what you have achieved. No work stresses, no family stresses —nothing.

This will give you the confidence you are searching for again. Make yourself uncomfortable so you can prove to yourself you can overcome. **Comfort is a trap for confidence.**

The bottom line is the link between confidence and exercise is extremely real and must be taken seriously. Just as how people do ice baths, make your exercise sessions the hardest thing you will do in the day and take it from there.

I've trained hundreds of professionals, many of them successful entrepreneurs, and it is more than just training—it is mindset work. People will come into the session feeling horrible and leave feeling like they can tackle anything the day offers.

Training doesn't have to be your life's focus, but it has to be a part of life—just as taking out the bin bags when they are full. If you don't do this, the house will start to smell, it will be messy, you won't want to look at it. Similarly, if you don't train: you will get fat, mental health will decline, your partner may not want to look at your body as it's not an attractive sight anymore.

# 8. UNDERSTANDING INSULIN RESISTANCE - THE SILENT EPIDEMIC

---

To transform your body and health, you must understand insulin resistance—one of the most dangerous yet preventable conditions affecting millions of professionals today.

## Understanding Insulin Resistance

### How Insulin Should Work

When you eat carbohydrates or protein, your blood sugar rises. Your pancreas releases insulin, which acts like a "key" that unlocks your cells so glucose can enter and be used for energy. Think of insulin as a delivery service that transports sugar from your bloodstream into your cells where it's needed.

### What Goes Wrong

When you eat frequently—especially foods high in refined carbohydrates and sugar—your body constantly releases insulin. Your cells are perpetually exposed to high insulin levels, and over time, they become "numb" to insulin's signal. It's like living next to a train track—eventually, you stop noticing the trains.

When cells become insulin resistant, your pancreas has to produce more and more insulin to achieve the same effect. This creates a vicious cycle:

#### The Vicious Cycle of Insulin Resistance

1. High insulin → cells become resistant

2. Resistant cells → pancreas produces more insulin
3. Even higher insulin → worsening resistance
4. Pancreas eventually becomes exhausted
5. Blood sugar rises dangerously → Type 2 Diabetes

## Why Insulin Resistance is Dangerous

### 1. Weight Gain and Obesity

High insulin levels prevent fat burning and promote fat storage. When insulin is elevated, you literally cannot burn stored body fat for energy—your body is locked in storage mode. **This is why insulin resistance makes weight loss nearly impossible until it's addressed.**

### 2. Increased Inflammation

Insulin resistance drives chronic, systemic inflammation throughout your body. This inflammation damages blood vessels, promotes plaque formation in arteries, and accelerates aging at the cellular level.

### 3. Higher Risk of Multiple Diseases

Disease	Risk Increase
Cardiovascular disease	2-3 times higher risk of heart attack and stroke
Alzheimer's disease	So strongly linked that researchers now call it "Type 3 Diabetes"
Cancer	Insulin is a growth hormone; chronically elevated levels may promote tumor growth
Fatty liver disease	Excess insulin drives fat accumulation in the liver
PCOS (Polycystic Ovary Syndrome)	Insulin resistance is a primary driver of this hormonal condition

## 4. Silent Progression

The most dangerous aspect is that insulin resistance develops silently over years or decades. You may have normal fasting blood sugar while your insulin levels are dangerously high—a condition called "hyperinsulinemia." By the time blood sugar rises and diabetes is diagnosed, significant damage has already occurred.

## How Fasting Reverses Insulin Resistance

Fasting is one of the most powerful interventions for insulin resistance because it addresses the root cause:

### 1. Breaking the Insulin Cycle

When you fast, insulin levels drop to baseline. Your cells get a break from constant insulin exposure. It's like giving someone who's been shouting at you a chance to be quiet—suddenly, when they do speak at normal volume, you can hear them again. Your cells regain their sensitivity to insulin.

Studies show that just 2-4 weeks of intermittent fasting can improve insulin sensitivity by 20-30%.

### 2. Depleting Glycogen and Reducing Fat Stores

Insulin resistance is often driven by excess energy storage in cells. Fasting forces your body to use stored glycogen and fat, reducing cellular energy overload and improving insulin sensitivity.

### 3. Reducing Liver Fat

Fatty liver is both a cause and consequence of insulin resistance. Fasting is remarkably effective at reducing liver fat—some studies show reductions of 20-30% in just 8 weeks. As liver fat decreases, insulin sensitivity dramatically improves.

## 4. Restoring Beta Cell Function

The beta cells in your pancreas produce insulin. In insulin resistance, they become overworked and can eventually fail. Research shows that fasting—particularly alternate-day fasting—allows beta cells to rest and recover their function through activation of autophagy, which cleans out damaged components in these cells.

### The Timeline of Recovery

Timeline	What's Happening
Week 1-2	Insulin levels begin dropping; cells start regaining sensitivity
Week 3-4	Fasting insulin levels can decrease by 20-40%; noticeable improvements in blood sugar control
Month 2-3	Significant reduction in insulin resistance markers; HbA1c (3-month average blood sugar) begins improving
Month 6+	For many people, insulin sensitivity returns to near-normal levels; risk factors dramatically reduced

### The Research Evidence

A landmark 2022 study published by the Endocrine Society found that intermittent fasting led to **diabetes remission in nearly 50% of participants** with type 2 diabetes within 3 months. Their insulin levels normalized, and they were able to discontinue medication while maintaining healthy blood sugar levels.

# 9. EXERCISE PROGRAMS

---

The exercise sessions are going to be superset-focused. This will provide a number of benefits over doing exercises separately.

## Why Supersets?

1. **Maximum Cardiovascular Tax:** You will be working harder and getting the most effective cardiovascular stimulation without doing cardio-specific exercises. I myself have focused on doing supersets for the majority of my 10 years of training and haven't needed to focus on specific cardiovascular blocks.
2. **Mental Toughness:** Doing supersets will force you to work while already tired from the previous exercise. This is where the battle starts from within yourself. No one will be watching to make sure you complete the set how you're supposed to—just yourself. This will force you to hold yourself accountable and work as hard as you want to.
3. **Efficiency:** We can't afford to spend too many hours in the gym, especially due to family constraints or just life in general. Training this way will deliver the most muscle stimulation in as little time as possible. It's all about intensity.
4. **Full Body Stimulation:** The sessions are specifically full-body sessions. We want to get as much muscle stimulation over the 3 days of training as possible. Muscle Protein Synthesis (MPS) is elevated for 48 hours after training. If you only train a muscle every 7 days, you're leaving 5 days of potential growth on the table.

### ⚠ Important: Choosing Your Weight

The weight for each exercise you need to decide on yourself. If the program says 12-15 reps, at the 12th rep you should be struggling, and by the 15th you should feel as though you could do one more rep but may not be able to actually finish the movement.

**Focus on maintaining good form for each exercise rather than chasing the amount of reps.** This will protect your body from injuries while also making the exercise more effective at what it is there to do: build muscle.

## 9.1 GYM-BASED SUPERSET PROGRAM

### SESSION 1: MONDAY (GYM SUPERSET)

#### SUPERSET A (3 rounds)

Exercise	Type	Reps/ Time	Rest After Pair	Notes
A1: Jump Squats	Leg (Cardio-Tax)	12-15 reps	—	Light barbell (20-30kg), explode up
A2: Barbell Bench Press	Push	10-12 reps	90 sec	Medium weight, controlled descent

#### SUPERSET B (3 rounds)

Exercise	Type	Reps/ Time	Rest After Pair	Notes
B1: Australian Rows	Back	12-15 reps	—	Bend knees under bar or rings - straighten arms - push hips forward so body is horizontal - pull chest towards bar - squeeze shoulder blades together at top
B2: Cable Tricep Pushdowns	Accessory	10-12 reps	60 sec	Rope attachment, squeeze at bottom

## SUPERSET C (3 rounds)

Exercise	Type	Reps/ Time	Rest After Pair	Notes
C1: Dumbbell Walking Lunges	Legs	20 reps (10 each)	—	Walk length of gym, dumbbells at sides
C2: Battle Ropes	Full Body	30-45 sec	90 sec	Alternate waves, fast pace - do big waves 15s, medium 15s, small 15s

## CORE CIRCUIT (2-3 rounds)

Exercise	Reps/ Time	Rest	Notes
Cable Twists	12-15 each side	30 sec	High to low, rotate through core. Plant feet shoulder-width - push bum slightly backwards - chest angled slightly towards floor - legs do not move, rotate the upper body
Leg Taps	12-15 reps	30 sec	Lay flat with feet in air at 45 degrees and knees at 90 degrees - without moving legs, use the core crunch to touch as close to feet as possible - slowly descend back to flat position
Medicine Ball Slams	15-20 reps	60 sec	8-12kg ball, explosive - squat down and lift ball - explode upwards with ball over head and slam to floor - keep core tight throughout - on way down, maintain squat form

## SESSION 2: WEDNESDAY (GYM SUPERSET)

### SUPERSET A (3 rounds)

Exercise	Type	Reps/ Time	Rest After Pair	Notes
			—	Regular squat jumps: go down past 90 degrees - explode upwards - land quietly,

A1:Chest fly Cable	Chest	15-20 reps		Elbows slightly bent, squeeze chest together
A2:squat jumps	Leg cardio Tax	12-15 reps	90 sec	Absorb impact land soft,quietly

### SUPERSET B (3 rounds)

Exercise	Type	Reps/ Time	Rest After Pair	Notes
B1: Lat Pulldowns (Wide Grip)	Back	10-15 reps	—	Pull to upper chest, squeeze shoulder blades
B2: Dips (Assisted or Bodyweight)	Push	12-15 reps	60 sec	Lean forward slightly for chest emphasis. If busy gym: do tricep dips on lat pulldown seat - palms down, back close to seat, feet at 45° angle, back stays straight

### SUPERSET C (3 rounds)

Exercise	Type	Reps/ Time	Rest After Pair	Notes
C1: Leg Press	Legs	15-20 reps	—	Feet shoulder-width, full range of motion
C2: Assault Bike	Full Body	30-45 sec	90 sec	Max effort sprint

### CORE CIRCUIT (2-3 rounds)

Same as Session 1

## SESSION 3: FRIDAY (GYM SUPERSET)

### SUPERSET A (3 rounds)

Exercise	Type	Reps/ Time	Rest After Pair	Notes
A1:Inclime dumbbell Press	Chest	30-40 meters	—	Engage back with seat, strong press
A2: Lunges	Leg (cardio tax)	15/15 reps	90 sec	Straight into sets no rest Pump up

### SUPERSET B (3 rounds)

Exercise	Type	Reps/ Time	Rest After Pair	Notes
B1: Seated cable row	Back	12-15 reps	—	V bar attachment and squeeze shoulder blades in
B2: Tricepc dip on seat	Arm	12-15 reps	60 sec	Legs bent slightly, back touching seat, up/down

### SUPERSET C (3 rounds)

Exercise	Type	Reps/ Time	Rest After Pair	Notes
C1: Bulgarian Split Squats (Dumbbells)	Legs	10-12 each leg	—	Back foot on bench, dumbbells at sides
C2: Kettlebell Thrusters	Full Body	12-15 reps	90 sec	Squat with KB at chest, press overhead (16-24kg)

### CORE CIRCUIT (2-3 rounds)

Same as Session 1

## How to Execute Supersets

Step	Action	Details
1	Set Up Both Stations	Have equipment close by to each other and let it be known you are using - Share equipment if asked.
2	Perform A1	Complete first exercise with full set and proper form
3	Move Immediately to A2	No rest between exercises - walk quickly to second station
4	Perform A2	Complete second exercise with full set and proper form
5	Rest	Take prescribed rest (60-90 seconds depending on superset)
6	Repeat	Complete all 3 rounds before moving to next superset pair

## Progression Guide

Week	Weight/ Intensity	Rest Between Supersets	Rounds	Modifications
Week 1-2	60-65% of max	90-120 sec	2-3 rounds	Focus on smooth transitions, learn equipment locations
Week 3-4	70-75% of max	75-90 sec	3 rounds	Increase weight 5-10%, reduce transition time
Week 5-6	75-80% of max	60-75 sec	4 rounds	Push near failure on main lifts, faster pace
Week 7+	80-85% of max	60 sec	4 rounds	Max effort, consider drop sets on final round

## Busy Gym Backup Plan

If This Is Taken...	Swap To This...	Notes

Barbell Bench Press	Dumbbell Bench Press + Push-Ups	Maintain push pattern
Bent-Over Barbell Rows	Cable Rows + Dumbbell Rows	Any horizontal pull works
Box Jumps	Treadmill Sprints (30 sec) + Jumping Lunges	Keep cardio-tax element
Battle Ropes	Rowing Machine + Kettlebell Swings	High heart rate alternatives
Leg Press	Goblet Squats + Barbell Front Squats	Quad-dominant movements
Sled Push	Stair Climber (max effort) + Farmer's Walks	Heavy leg work with carry

## Superset Execution Checklist

### Before Starting:

- Scout gym floor for available equipment
- Position both stations within 10-15 meters of each other
- Have backup exercises ready if equipment taken - being unprepared is what keeps you stuck
- Don't be shy to ask people to share equipment. State you will jump in while they are resting. It is your right as well as theirs to the equipment.
- Set up weights/attachments for both exercises
- Leave phone on equipment so people know it's in use and will have to be shared

### During Workout:

- Move quickly between exercises (under 10 seconds)
- Maintain form to best ability to avoid injuries

- Use rest periods to adjust weights for next round - active rest
- Track all weights/reps used in phone or notebook - do this when taking your break at the end of every segment

## 9.2 HOME WORKOUT ALTERNATIVE

**Important:** Home workouts are alternatives for when you are fully unable to reach the gym. Do not make excuses about being too lazy and give up on actually doing the gym workouts. Keep disciplined and do not waste not only your own time but my time for sitting here and explaining why these things need to be done.

You must be getting the stimulation from not only lifting actual weights but being in a place where everyone has the same goals. Feel the sense of community in the room and embrace that energy. Look around at the people who are working hard, especially those in better shape than you, and think about why they are working so hard. They do it because they are disciplined and want to strive to be even better without getting complacent. **Being complacent leads to being stuck, and being stuck is what leads to depression.**

### 3 Full-Body Home Workout Sessions (40-45 Minutes Each)

#### Workout Structure:

- **Warm-up:** 2 minutes jumping jacks
- **Main Circuit:** 30-40 minutes (3 rounds of all exercises)
- **Core Circuit:** 8-10 minutes (2-3 rounds)
- **Cool-down:** 2-3 minutes (static stretching)

#### Rep Guidelines for Bodyweight Training

The numbers set for reps are a guide. Do 75% of what you can do as a maximum. If you can do 20 push-ups, you will do 15 reps for each set. This number is for anything over 8 reps.

If your max is only 8 to start with, you will shoot for 8 with every set you do. If you have to take longer rest to achieve it, then so be it. Bodyweight exercise requires volume to get the best results.

Complete beginners may be stuck at 5-8 reps for the first week or so and then able to progress through 8-12 after 2-3 weeks of pushing hard. **Focus on maintaining good form for each exercise rather than chasing the amount of reps.**

## SESSION 1: MONDAY (HOME)

Section	Exercise	Reps/ Time	Rest	Notes
Leg (Cardio-Tax)	Jump Squats	20 reps	60 sec	Explode up, land softly. Sub: Fast bodyweight squats
Push (Variation 1)	Standard Push-Ups	15 reps	45 sec	Hands shoulder-width. Sub: Knee push-ups
Push (Variation 2)	Diamond Push-Ups	12 reps	45 sec	Hands close together, targets triceps
Back	Back Extensions	20 reps	45 sec	Lie face down, lift arms and sweep from sides to overhead
Legs	Bulgarian Split Squats	12 each leg	60 sec	Back foot elevated on chair/couch
Full Body	Burpees	15 reps	60 sec	Full push-up at bottom. Sub: Step back instead of jump

## CORE CIRCUIT (3 ROUNDS)

Exercise	Reps/ Time	Rest	Notes
Plank Knee to Elbow	45-60 sec	30 sec	Hold strong plank, bring opposite knee to opposite elbow
Bicycle Crunches	20 reps (10 each)	30 sec	Slow and controlled, touch elbow to opposite knee

Leg Raises	12-15 reps	60 sec	Lay flat, raise legs to 90°, lower slowly without touching floor. Keep core engaged - no gap between lower back and floor
------------	------------	--------	---

*Complete main circuit 3 times, then core circuit 3 times*

## SESSION 2: WEDNESDAY (HOME)

Section	Exercise	Reps/Time	Rest	Notes
Leg (Cardio-Tax)	Jumping Lunges	16-20 reps (8-10 each)	60 sec	Switch legs mid-air. Sub: Alternating lunges (faster pace)
Push (Variation 1)	Wide-Grip Push-Ups	15 reps	45 sec	Hands wider than shoulders, targets chest
Push (Variation 2)	Tricep Dips	15 reps	45 sec	Use chair/couch edge, elbows back not flared, back touching throughout
Back	Superman Pump and Holds	3 x 15-20 sec	45 sec	Lie face down, lift arms and legs, pump up and down, then hold position
Legs	Single-Leg Deadlifts	15 each leg	60 sec	Balance on one leg, hinge forward, slowly touch floor, return slowly
Full Body	Mountain Climbers	40 reps	60 sec	On hands and feet, drive knees to chest rapidly

## CORE CIRCUIT (3 ROUNDS)

*Same as Session 1*

## SESSION 3: FRIDAY (HOME)

Section	Exercise	Reps/Time	Rest	Notes
---------	----------	-----------	------	-------

Leg (Cardio-Tax)	Box Jumps / Step-Ups	20 reps	60 sec	Jump onto sturdy chair/box. Sub: Fast step-ups alternating legs
Push (Variation 1)	Decline Push-Ups	15 reps	45 sec	Feet elevated on chair/couch, harder than standard
Push (Variation 2)	Close-Grip Push-Ups	15 reps	45 sec	Hands directly under shoulders, elbows tight to body
Lower Back/Legs	Glute Bridge	25 reps	45 sec	Lay on back, knees bent, push hips towards sky keeping shoulders, head, and feet planted
Legs	Goblet Squats	20 reps	60 sec	Hold water jug/backpack at chest, squat deep
Full Body	Plank to Down Dog	15 reps	60 sec	From plank, push hips up to downward dog position, return

## CORE CIRCUIT (3 ROUNDS)

*Same as Session 1*

## Progression Guide (Home Workouts)

Week	Main Circuit Rounds	Core Circuit Rounds	Modifications
Week 1-2	3 rounds	3 rounds	Use easier variations, longer rest
Week 3-4	4 rounds	4 rounds	Standard variations, prescribed rest
Week 5-6	4 rounds	4 rounds	Add 3-5 reps and reduce rest by 10 seconds
Week 7+	5 rounds	5 rounds	Slower tempo with a hold at the end of each exercise

## Exercise Substitutions

If You Can't Do...	Substitute With...
Jump Squats	Fast-paced bodyweight squats
Jumping Lunges	Alternating lunges faster pace with extra reps until near failure
Box Jumps	Fast step-ups same leg
Standard Push-Ups	Knee push-ups or incline push-ups (hands on elevated surface)
Decline Push-Ups	Standard push-ups
Burpees	Walk arms out burpees (no jump)
Tricep Dips	Bench/chair push-ups or close-grip push-ups
Single-Leg Deadlifts	Romanian deadlifts (both legs)

# 10. PROGRESS TRACKING TOOLS

---

What gets measured gets managed. Use these tracking tools to monitor your transformation and hold yourself accountable.

## Daily Fasting & Activity Log

Date	Fasting Start	Fasting End	Total Hours Fasted	Morning Walk (✓)	Workout Completed (✓)	Daily Steps
Day 1						
Day 2						
Day 3						
Day 4						
Day 5						
Day 6						
Day 7						

Day 8						
Day 9						
Day 10						
Day 11						
Day 12						
Day 13						
Day 14						

## Weekly Measurements & Weight Tracking

Week	Weight (kg/lbs)	Waist (cm/in)	Chest (cm/in)	Hips (cm/in)	Arms (cm/in)	Thighs (cm/in)
Start (Day 1)						
Week 1 (Day 7)						
Week 2 (Day 14)						

Week 3 (Day 21)						
Week 4 (Day 28)						

### Measurement Tips:

- Measure at the same time each week (preferably morning, after bathroom, before eating)
- Use the same scale and measuring tape
- Waist: Measure at narrowest point (usually above belly button)
- Hips: Measure at widest point
- Arms/Thighs: Measure at thickest point, relaxed

## Energy & Mood Tracker

Rate each day from 1-10 (1 = Poor, 10 = Excellent)

Date	Energy Level (1-10)	Mood (1-10)	Sleep Quality (1-10)	Hunger Control (1-10)	Mental Clarity (1-10)	Notes
Day 1						
Day 2						
Day 3						
Day 4						

Day 5							
Day 6							
Day 7							
Day 8							
Day 9							
Day 10							
Day 11							
Day 12							
Day 13							
Day 14							

## Workout Performance Log

Record exercises, weights, and reps to track progressive overload

## Example Format:

Date	Exercise	Set 1	Set 2	Set 3	Notes
Week 1, Monday	Barbell Bench Press	60kg x 12	60kg x 11	60kg x 10	Felt good, increase next week
	Jump Squats	20kg x 15	20kg x 15	20kg x 14	Cardio tax is real

## Create your own log with:

- Date and session number
- All exercises performed
- Weight used and reps completed for each set
- How you felt during the workout
- Plans for next session (increase weight, add reps, etc.)

## Photo Progress Template

Take progress photos every 7 days in the same location, lighting, and time of day.

## Photo Checklist:

- Front view (relaxed)
- Side view (left)
- Side view (right)
- Back view

## Tips for Consistent Photos:

- Same location and background
- Same lighting (natural light is best)
- Same time of day (morning is ideal)
- Same clothing (fitted or minimal for accurate comparison)
- Same poses and angles
- Stand same distance from camera/mirror

## Photo Schedule:

Date	Photos Taken (✓)	Notable Changes
Day 1 (Start)		Baseline
Day 7		
Day 14		
Day 21		
Day 28		

## Food Photo Log

Take a photo of **EVERY** meal and snack before eating. Log into MyFitnessPal or similar app.

## Why This Works:

- Creates accountability—knowing you have to photograph it makes you think twice

- Captures forgotten snacks and bites that don't get logged
- Provides visual record of eating patterns
- Helps identify problem times or trigger foods
- Shows portion sizes accurately

## Daily Food Log Template:

Date	Photos Taken (✓)	Logged in App (✓)	Total Calories	Protein (g)	Notes
Day 1					
Day 2					
Day 3					

## Weekly Review & Reflection

Complete this at the end of each week to assess progress and adjust strategy.

### Week 1 Review:

Question	Your Answer
What went well this week?	
What challenges did I face?	
How many workouts did I complete? (Target: 3)	

How many days did I hit my fasting goal?

Did I complete my morning walk every day?

What physical changes have I noticed?

What mental/emotional changes have I noticed?

What will I improve next week?

What am I most proud of this week?

*Copy this template for Week 2, Week 3, and Week 4 reviews*

# 11. NEXT STEPS & CONTINUED SUPPORT

---

You've been given the tools, the knowledge, and the framework for transformation. The 10-14 day Phoenix Protocol is your foundation—but it's only the beginning.

## After Completing the Protocol

Once you complete your initial 10-14 days, you have several options:

### Option 1: Continue the Protocol

Many people find such profound changes that they continue the fasting protocol and training program indefinitely, making it their lifestyle rather than a short-term fix.

### Option 2: Transition to Maintenance

Gradually increase your eating window while maintaining your training schedule and the 11 pillars. Move from OMAD to 18:6, or from 18:6 to 16:8, while keeping the principles intact.

### Option 3: Seek Professional Guidance

If you want personalized support, accountability, and advanced programming tailored to your specific goals, consider working directly with a coach.

# REFORGE TRAINING Services

## 1-Hour Consultation Call - £100

This call will:

- Expand upon the concepts in this PDF with personalized application
- Assess your specific situation and challenges
- Provide tailored guidance on training and nutrition
- Answer all your questions
- Create a roadmap for your continued transformation
- Guide you towards a personalized training plan to not only build your physical body but also build character

## 45-Minute Guided Gym Session - £50

Perfect for when you're feeling low or just want company and guidance in the gym:

- Walk you through a complete gym session
- Ensure proper form and technique
- Push you when you need that extra motivation
- Provide accountability without being overbearing

**I've trained hundreds of professionals, many of them successful entrepreneurs, and it is more than just training—it is mindset work.** People come into the session feeling horrible and leave feeling like they can tackle anything the day offers.

## The Truth About Transformation

Training doesn't have to be your life's focus, but it has to be a part of life—just as taking out the bin bags when they are full.

**If you don't take out the bins:** The house will start to smell, it will be messy, you won't want to look at it.

**If you don't train:** You will get fat, mental health will decline, your partner may not want to look at your body as it's not an attractive sight anymore.

It's that simple. This is maintenance for your body and mind, not an optional luxury.

## Your Responsibility

Everything in this guide has been carefully designed based on science, years of experience training professionals, and proven results. But none of it matters if you don't take action.

### Remember the 11 Pillars:

1. Consistency
2. Discipline
3. Accountability
4. Attitude
5. Stress & Cortisol Management
6. Gut Reset
7. NEAT (Non-Exercise Activity)
8. Dopamine, Grounding & Environment
9. Circadian Rhythm & Meal Timing
10. Self-Control & Cravings
11. Confidence

These are not suggestions—they are requirements for transformation.

# The Phoenix Mindset

## You Are the Phoenix

The phoenix rises from its own ashes, reborn stronger and more magnificent than before. That is your story.

You have let yourself go—through work, stress, life circumstances. The old version of you has burned away. But from those ashes, you will rise.

**Not as who you were, but as someone even better.**

The fire has already happened. Now it's time to rise.

## Final Words

You picked up this guide for a reason. You're reading these words because something inside you knows you're capable of more. You're right.

The next 10-14 days will not be easy. You will be hungry. You will be tired. You will want to quit. Every single person who has achieved something meaningful has felt exactly what you're about to feel.

The difference between those who transform and those who stay stuck is simple: **The ones who transform keep going anyway.**

They embrace the discomfort. They do the morning walk even when they're exhausted. They complete the workout even when they don't feel like it. They stick to their fasting window even when food is right in front of them.

They do it not because it's easy, but because they know who they're becoming on the other side.

## Your Promise to Yourself

I, \_\_\_\_\_, commit to completing The Phoenix Protocol for the full 10-14 days.

I understand that:

- No one is going to do this for me
- I am responsible for my results
- Discomfort is temporary, but regret is permanent
- I am capable of far more than I think
- Every day I follow through builds the person I want to become

I will not make excuses. I will not quit. I will show myself what I'm truly capable of.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

## Contact & Support

### REFORGE TRAINING

**Email:**Sanchezlong@hotmail.co.uk

**Phone:**+447535900875

**Social Media:**@reforgedproject

# RISE FROM THE ASHES

**The Phoenix Protocol**

REFORGE TRAINING © 2025