

THE JOURNEY

EXPLAINED



IT'S NOT GOING TO BE ALL SMOOTH SAILING

There's going to be ups and downs.

Some weeks you'll make great progress.

Other weeks it will feel like your backsliding.

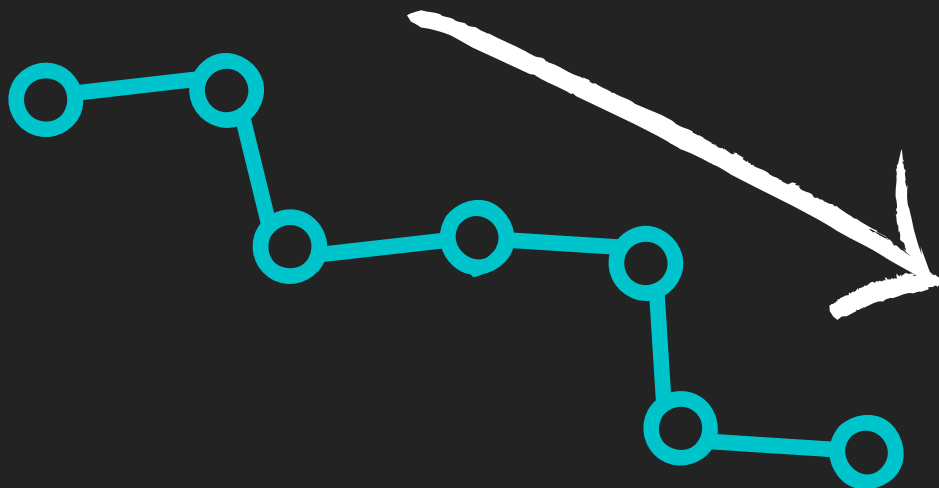
This is all part of the journey.

DON'T SWEAT IT



WEIGH INS WILL BE INCONSISTENT

**This is normal. What's important is the way the
line TRENDS.**



**Stay consistent. Trust the process and message
your coach if you have any queries or concerns.**

If you don't weigh in, your coach can't advise you!



MOTIVATION WILL EBB AND FLOW

Relying on motivation alone, won't get you anywhere.

This is why we need to form rock solid HABITS.

HABITS get done whether you're feeling motivated or not.

HABITS are where the results come from.



YOU'LL GAIN STRENGTH EVERY WEEK... FOR A WHILE

If you gained strength in a linear fashion forever, you'd be a world record holding weightlifter within 5 years.

Not going to happen!

Eventually your strength gains will drop from weekly, to fortnightly, to monthly.

This is a sign you've gained muscle and got closer to your max potential!



THE THREE PILLARS OF A GREAT PHYSIQUE



Many people have never made it past the fat loss phase. They lose fat, then gain it again, back to square one.

The physique of your dreams is the product of working through multiple different phases.

Fat loss, Maintenance (to learn how to maintain your newer, leaner physique), and Muscle Gain (to improve your appearance/health/fitness further).



THE THREE PILLARS OF A GREAT PHYSIQUE



Fat loss phases typically last 6-18 weeks at a time.

Maintenance phases typically 3-5 weeks.

Muscle gain phases can be indefinite, although often 6-24 months.

Your goal physique will likely require you master all three types of phase.



THE THREE PILLARS OF A GREAT PHYSIQUE



You may have been under the impression that results only take 12 weeks.

It is possible to make incredible progress in this time but it takes a lot longer to master all three phases and to prevent you regaining unwanted weight, or losing the muscle you've gained.



LOVE THE PROCESS, NOT THE OUTCOME



Goals can be elusive. Conditional happiness will lead to a lifetime of unhappiness.

Statements like "*I'll be happy when...*" should be deleted from your mind!

Find enjoyment in the day to day processes and habits required to achieve your goals, then you'll be surprised how quick your goals will manifest.



YOU CAN'T FUCK THIS UP



Sometimes it feels like you have but you're only ever one mouthful or one workout away from being back on track.

If you mess up, draw a line, then just make the **CONSCIOUS CHOICE** to resume like you're on track from the next available opportunity.



DON'T WAIT FOR THE "PERFECT TIME"



The perfect time doesn't exist. If you're always waiting for the perfect time you'll be waiting forever!

Life has a way of throwing spanners at you. You have to learn how to make progress **IN SPITE OF THIS.**

Most of your life you'll be dealing with spanners so you might as well get used to it!



THE DEVIL IS IN THE DETAILS



The more things you measure and track, the quicker we'll be able to see what needs tweaking and where you may be going wrong.

At the beginning, it might feel overwhelming to be measuring your food and weighing yourself daily.

Once you've spent the time doing these things you adopt the habits and learn the skills necessary to achieve your goals.



YOU'VE GOT THIS

If you ever have any worries or concerns, please reach out right away.

The quicker we can deal with any hiccups the better!

Congratulations on taking the first steps towards transforming your life.

