

THE 5 STEP PROCESS FOR
BUSY PROFESSIONALS TO GET

RESULTS

WITHOUT GIVING UP THEIR LIFESTYLE



GF Fitness Founder - Gerrard Finlayson



TRAIN SMART

Imagine over 25,000 hours of real-world experience with 100's of busy professional clients from all over the world...

That's what my team and I bring to the table. We know which methods actually work.

To get results without giving up your lifestyle, you need to follow a system that is time efficient.

The most efficient training protocols for building a toned body and keeping it, are built around 3 pillars.

- STRENGTH TRAINING - you need to lift weights systematically and progressively to build muscle and change your body.
- MOBILITY - you need optimal movement patterns in order to perform safely and effectively.
- AEROBIC FITNESS - this will aid training recovery and enable you to train harder.

Ensure these pillars are the backbone of your training program, and you'll be on the right track.

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NUTRITION

You love your food, right? We're right there with you!

For you to develop your ultimate body, you need to avoid the quick fixes like the plague.

That's right; no detoxes, no excessive restricting. They're like a sugar high that leave you with nothing at the end.

It's important that you continue to enjoy your food if you want to achieve your utopian body, and keep it.

For you to get the results you want, we believe these 3 pillars to be key with your nutrition:

1. No food is off limits.
2. Track your diet including calories and macronutrients.
3. Hit your numbers, most of the time.

These 3 pillars will have you enjoying your food, AND achieving your ultimate body. And that's WITHOUT putting your life on hold.

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MASTERING HABITS

Our health is a lagging measure of our habits. Essentially, we become what we do.

When it comes to achieving a toned and fit body, your total daily energy expenditure (T.D.E.E) has a huge role to play. The single largest facet of our T.D.E.E that we have any measure of control over is our Non Exercise Activity Thermogenesis levels (N.E.A.T).

Most of this has a very strong correlation to our habits. To boost your N.E.A.T levels, here's 5 habits to embrace:

1. Take the stairs
2. Get a standing desk
3. Break up your day with a walk
4. Do your errands
5. Do your own chores

Do these consistently, and you'll massively boost your overall T.D.E.E. The larger this number, the more likely you will be to burn fat and reveal your dream body.

Your habits will then become a leading measure of your health, which is key for sustained results.

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A close-up, vertical photograph of a man's face, smiling broadly with his eyes closed. He has dark, wavy hair and a beard. The lighting is soft and natural, highlighting his features. The image occupies the left side of the page.

MINDSET

"Whether you think you can, or think you can't, you're right." - Henry Ford

Along your journey towards your ultimate body, there are going to be moments of doubt, low confidence and reduced motivation. That is 100% normal!

The difference will be in whether or not you yield to those negative emotions. Ultimately, it's you and only you that makes that choice. Accept that, and you're already a step ahead.

Here are 5 mindset principles and actions to employ to help you stay on the right track mentally.

1. Focus on consistency, not perfection. That means getting the right things done, most of the time, not all of the time.
2. Accept that results do not come overnight, but over time.
3. View your health and fitness like a long term relationship, not a one night stand.
4. If you're the smartest person in the room, you're in the wrong room. Surround yourself with people who challenge and inspire, not those who tear down or keep you comfortable to your detriment.
5. Focus on the daily actions relating to your goals.

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LIFESTYLE

As a busy professional, you're regularly client facing and meeting people. Often time, this is in a social setting. A business dinner. Corporate parties. A beer after discussing business after 18 holes of Golf.

Then at the weekends, you eat out with your friends and family to blow off some steam!

And you simply can't wait to go back on holiday to your favourite all-inclusive hotel. And you deserve it, because you've worked your butt off!

Putting your life on hold is something you've tried and it's been short lived. Welcome to the club!

Achieving results without giving up your lifestyle is all about balance. That balance is different for all individuals, and is something you ultimately have to figure out. But here's some simple tactics you can utilise that will help you strike the right balance:

- 1) Tell your friends, peers and family that you're on a mission to achieve a utopian body. They'll support you and also encourage you when your willpower reserves are low.
- 2) Stop waiting for perfect! All the ducks will never align.
- 3) Be a leader. You're leading people professionally. Do the exact same thing with your health; no delegating.

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SO WHAT NOW?

My team and I would like to partner you and show you the exact methods to get you results. Join the many other busy professionals who have changed their body and are loving their lives more than ever!



We can have you started within days. Click on the link below. Your utopian body will arrive in 90 days or less...

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