



NO EXCUSES TRANSFORMATION BLUEPRINT

App Features

The 1st Phorm app is a comprehensive fitness and nutrition tool designed to help you stay on track and crush your goals.

Dashboard: Stay organized with daily and weekly task checklists to track your progress. Access educational livestreams on all things fitness-related, which are saved for easy reference anytime. The dashboard also includes a weight and step tracker and lets you log and save your body measurements.

Activity Tracker: Monitor your step count with a walk timer and choose from over 60 training plans tailored to all fitness levels—beginner, intermediate, and advanced. Prefer to design your own workouts? Use the custom section to log and save them. A built-in calendar lets you review your workout history at a glance.

Nutrition Tracker: Customize or get recommended macros based on your current stats and goals. Save and copy meals, use the barcode scanner for easy logging, and track your water and supplement intake. Set weekly reminders for weigh-ins and progress photos, as well as daily reminders for workouts and nutrition logging.

All of these features are included in the standard version of the app.

Premium Version: Unlock direct messaging with your advisor for personalized guidance and access the assessments feature, which provides weekly accountability to keep you focused and on track.

BIG 4 EXPECTATIONS

This is the true GymBlue print that drives every transformation.

1) Hit Protein & Calories.

- Total daily calorie intake will control if the scale goes up or down.
- Protein controls what we look like when we get there (muscle mass vs fat mass) and a big role in how many calories we burn while at rest.
- Protein helps control satiety (especially helpful if in a deficit)
- Start with lean, micronutrient dense, protein sources (lean red meats, salmon, dairy, eggs) then fill the gaps in your day with quality protein supplements (whey isolate, bars, meat sticks).

MACRONUTRIENT EXAMPLES:

<u>CARBOHYDRATES</u> GRAINS, FRUITS, VEGGIES		<u>PROTEIN</u> MEATS, EGGS DAIRY		<u>FATS</u> NUTS, SEEDS, OILS
<ul style="list-style-type: none">• WHOLE WHEAT BREAD• RICE• SWEET POTATOES• RUSSET POTATOES• OATS• QUINOA• COUSCOUS• BERRIES• BANANAS• APPLES• SPINACH• GREEN BEANS• ASPARAGUS• SNAP PEAS• PEPPERS• ONIONS• SQUASH• CARROTS	<u>BEANS, DAIRY, GRAINS</u> <ul style="list-style-type: none">• CHICKPEAS• LENTILS• COUSCOUS• YOGURT• SKIM MILK• GREEK YOGURT• SOYBEANS• TOFU	<ul style="list-style-type: none">• LEAN GROUND TURKEY• CHICKEN BREAST• TALAPIA• SALMON• PORK TENDERLOIN• EGG WHITES• WHEY PROTEIN• PEA PROTEIN• CASEIN PROTEIN• TURKEY BREAST TENDERLOIN• LEAN STEAK• BISON• SWAI	<u>EGGS, DAIRY, MEATS</u> <ul style="list-style-type: none">• EGGS• WHOLE/2% MILK• COTTAGE CHEESE• BACON• GROUND BEEF• DARK MEAT CHICKEN• CHIA SEEDS	<ul style="list-style-type: none">• AVACADO• HEMP SEEDS• ALMOND BUTTER• PEANUT BUTTER• COCONUT OIL• BUTTER• OLIVE OIL• FISH OIL• EGG YOLK• GRASS FED BUTTER• CHEESE








2) Measure & Track food.

- Everything with calories = tracked (Ideally. Measuring food is a helpful habit to have for life that you can use as needed. It doesn't mean you'll need to track everything permanently)
- Everything with calories = tracked. (including liquids and sauces, which is why we recommend zero calorie drinks and zero calorie, or fat free, or zero sugar sauces)
- Use a FOOD SCALE
- The more accurate with things you're tracking – the better your results.

Use the barcode feature as much as possible. If the item's barcode does not scan, search the item and compare with the closest option in macros and calories to your food.

ANYTHING is better than NOTHING, especially in the beginning phase of tracking, we are building the habit!

When you use the same meals for breakfasts, lunches, or dinners, use the copy meal feature, or save meal feature, as much as possible! This will make your life much easier and the tracking process much quicker. Initially, you will feel like you are spending time tracking because it's a learning process. **But the decision to track your meals, one meal at a time, one day at a time, one week at a time, adds up to transform your body!**

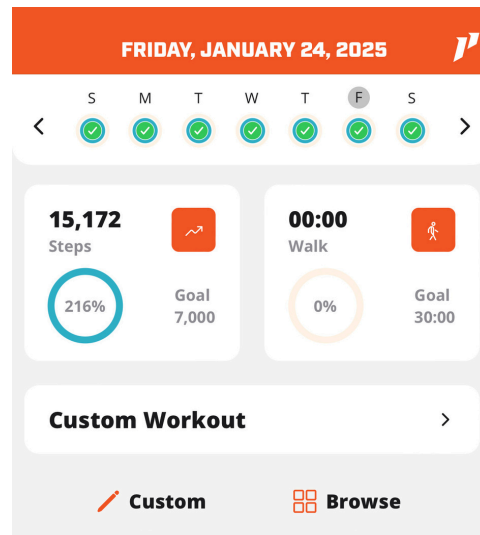
	Calories	Protein	Carbs	Fats	Fiber
	656	37	48	33	1
 Rice, Basmati Mahatma					192 cal
	5p	42c	0f	0f	
 Egg Whites, 100% Liquid Bob Evans					42 cal
	8p	0c	0f	0f	
 eggs					215 cal
	19p	1c	14f	0f	
 Butter, Pure Irish, Value Pack Kerrygold					100 cal
	0p	0c	11f	0f	
 Cheeses, 3 Cheese Mexican, Finely Shredded Organic Valley					92 cal
	5p	1c	8f	1f	

3) At Least 100oz water a day

- Literally only water counts. Not your coffee. Not protein shakes. Not tea. Just plain ole water.
- Your Body is 60-70% water
- Consistent water intake leads to improved digestion of meals and metabolism.
- Is necessary to hydrating muscles and maintain fluid around our joints.
- Is necessary for all energy production within the body.
- Is necessary for optimal anabolism (building) of muscle cells (growth and repair) as well as fat loss.
- Water keeps us satiated between meals, which is especially beneficial for fat loss as it helps you adhere to your daily macro and calorie goals.

4) DAILY MOVEMENT

- Your specific movement goals will be discussed with your coach based on your starting point, previous history, and goals.
- Daily movement – Have a minimum step count goal to aid in digestion of meals, maintain stable blood sugar levels (10 minute walks after meals), support the calorie deficit if fat loss is the goal, and build the discipline of setting a standard for daily movement along with general health.
- If you don't currently know your average daily step count, make sure the step counter is on within your app, and that will do the work for you! Usually, if you're averaging below 7,000 steps a day, that is a good place to start. OR add 2,000-3,000 to your current starting point (which is 20-30min of walking).
- In the "Browse" section there are 60+ programs from beginner to advanced to cover any fitness goal.



FOUNDATIONAL HEALTH

1) GUT HEALTH

1. **Boosts Energy Levels:**

A healthy gut improves nutrient absorption, ensuring your body gets the fuel it needs to maintain consistent energy throughout the day.

2. **Supports Digestive Health:**

Including fermented and enzyme-rich foods such as yogurt, sauerkraut, kimchi, kefir, and fruits like pineapple and kiwi can promote better digestion, reducing common issues like bloating, heartburn, and indigestion.

3. **Enhances Nutrient Delivery:**

A well-functioning gut ensures your body breaks down food effectively, allowing essential vitamins and minerals to be delivered to muscles, brain, and other vital organs.

4. **Improves Exercise Performance:**

Proper digestion supports sustained physical performance by making nutrients readily available for muscle recovery and endurance.

5. **Strengthens Immune Function:**

Since a large portion of the immune system resides in the gut, maintaining gut health through fermented and enzyme-rich foods bolsters your body's defense against illness.

6. **Supports Fitness Goals:**

Whether your focus is fat loss, muscle gain, or athletic performance, optimizing gut health is critical to efficiently processing nutrients and maintaining metabolic balance.

Start by including 2-3 servings of fermented and digestive enzyme-rich foods daily to optimize gut health and unlock greater performance and vitality. As the saying goes, "You are what you eat."

2) MICRONUTRIENTS

Aim for 5-7 servings of fruits and vegetables daily. Incorporate nutrient-dense meats and dairy products like grass-fed red meat (especially organ meats), milk, and yogurt to further support your nutritional needs.

1. **Supports Fat Loss & Muscle Building:**

Micronutrients play a vital role in the complete digestion and utilization of macronutrients (protein, carbs, and fats), which helps boost your metabolism and optimize body composition.

2. **Enhances Immune Function:**

Vitamins and minerals strengthen the immune system, reducing the likelihood of illness.

Staying healthy means fewer missed workouts and consistent meal preparation.

3. **Boosts Cellular Energy Production:**

Micronutrients help generate energy at the cellular level, improving stamina and focus for training and daily activities.

4. **Improves Metabolism:**

Proper intake of essential vitamins and minerals ensures your body's metabolic processes run efficiently, leading to better energy utilization and recovery.

Making micronutrients a daily priority is essential for achieving your fitness goals, staying consistent, and feeling your best.

3) OMEGA-3's

Omega-3 fatty acids are essential fats that your body can't produce on its own, meaning you have to get them through your diet. Some excellent sources include fatty fish like salmon, mackerel, sardines, and herring. Plant-based options include chia seeds, flaxseeds, walnuts, and algae-based supplements. We recommend getting 3-5 servings of these omega-3 rich foods a week.

1. **Reduces Inflammation:**

Chronic inflammation can contribute to various health issues, including arthritis, autoimmune disorders, and metabolic conditions. Omega-3s, particularly EPA (eicosapentaenoic acid), have powerful anti-inflammatory effects, helping to reduce swelling and pain by regulating inflammatory pathways in the body.

2. **Improves Cardiovascular Health:**

Omega-3s are well-known for their heart-protective properties. They help lower triglyceride levels, reduce blood pressure, and improve overall blood vessel function. By reducing arterial plaque formation and lowering the risk of abnormal heart rhythms, they contribute to a healthier cardiovascular system.

3. **Supports Brain and Mental Health:**

The DHA (docosahexaenoic acid) component of omega-3s is vital for brain structure and function. Regular intake has been linked to improved mood, reduced symptoms of depression and anxiety, and better cognitive function as we age.

4. **Promotes Eye Health:**

DHA is a key structural component of the retina. Adequate intake can help prevent macular degeneration, a leading cause of vision impairment and blindness.

5. **Enhances Skin Health:**

Omega-3s help maintain the skin's barrier, keeping it hydrated and protecting against sun damage. They may also reduce symptoms of acne and eczema by moderating inflammation.

6. **Supports Joint and Bone Health:**

Omega-3s can increase calcium levels in the bones and reduce markers of bone

breakdown, promoting stronger bones. For those with arthritis, omega-3s may alleviate joint pain and stiffness.

Incorporating omega-3-rich foods or supplements into your diet can be a powerful way to support overall health. For those who don't consume much fish, plant-based sources and supplements are excellent alternatives. Remember, consistency is key to reaping the full benefits of omega-3s.

4) POST WORKOUT

A well-formulated post-workout shake containing both protein and carbohydrates can significantly enhance your recovery and performance.

1. **Muscle Repair & Growth:**

The protein provides essential amino acids that help repair and rebuild muscle tissue damaged during exercise, promoting muscle growth and strength.

2. **Glycogen Replenishment:**

Carbohydrates are crucial for replenishing glycogen stores depleted during intense workouts. This helps restore energy levels and prepares your muscles for your next session.

3. **Faster Recovery:**

The combination of protein and carbs stimulates insulin release, which accelerates the transport of nutrients into muscle cells, speeding up recovery and reducing muscle soreness.

4. **Hormonal Balance:**

Post-workout carbs help lower cortisol levels (the stress hormone), while protein supports muscle-building hormones like insulin and growth factors.

5. **Convenience:**

A shake is quick, easy, and convenient, delivering the right nutrients at the optimal time when your body is primed for absorption.

For best results, consume your post-workout shake within 30-60 minutes after training. Look for a high-quality blend with complete proteins and fast-digesting carbohydrates to maximize recovery.

BluePrint

Long-Term Outcome Goal

Short-Term Goals (8-Weeks)

1. _____ (body composition)

- **Improve:**

- _____
- _____
- _____
- _____
- _____

2. _____ (activity)

- **Goals:** _____ training sessions per week
 - Cardio/Walks _____

3. Hydration

- Goal is to get **80-100+ oz of water daily**

Learning Goals

Purpose: Build mindset, understand body composition change, and the importance of protein.

- **How to access livestreams:**

Go to the **Dashboard** → Scroll to “**Learn More About**” section → Swipe to the left and click “**View All**” → Search livestream name in the top bar.

Assigned Livestreams

1. “*The Ripple Effect of Your Choices*” (~30 min) – **Feb 20, 2025**
2. “*What is the Best Way to Measure Results?*” (~35 min) – **Jan 21, 2025**
3. “*How Protein Helps Your Results*” (~35 min) – **July 16, 2024**

Bonus Livestreams (titles of the livestreams to search for)

- Understanding female hormones
- Alcohol and your fitness journey
- How to sneak more steps into your day
- How to handle stress eating
- What you need to know about dining out
- Meal prep made simple

Behavior Goals

1. Workout Discipline

- Plan gym days and times based on your weekly schedule
- Keep workout times consistent (or consistent per type of day/schedule)

2. Daily Steps

- Choose **1–2 time windows of opportunity in a day** to walk—stick to those windows for consistency
- Most popular times are 15-45min pre/post workout, first in the morning, evening, and on lunch break. But look at your own lifestyle, personal habits, schedule, etc and choose what will work best for you.

3. Nutrition Habits

- Choose healthier food options (go to the image under the 1st protein and calories section for general recommendations of a food list)
- Start with a solid and consistent breakfast daily
- Begin meal prepping and planning easy meals or snacks

- Get creative with healthy foods you enjoy

4. Accountability Tools

- **Water bottle:** Invest in a 24–64 oz container to simplify hydration
- **Scale:** Weigh yourself **1-2+ x/week** (morning, post-restroom, mid-week Wednesday)
 - Avoid irregular/inaccurate weigh-ins (e.g., evening, post-food/stress/work, Sunday morning after a long Saturday night)

App + Coaching Access

- Download the 1st Phorm App: <https://www.1stphorm.app/MP2>
 - Advisor ID: paulmuehlbauer2@gmail.com