

# THE EDGE

## CLIENT HANDBOOK




**Your Guide to the Program**  
*Structure, Strategy & Action*

# THE EDGE - INTRODUCTION



- Welcome to THE EDGE. I know you're busy, so I'll get straight into it.
- Before you start the program - it helps to understand a bit about how it works. (Don't worry - we' can also go through all this in your calls.)

## FIRST - ENERGY BALANCE

- If you want to LOSE WEIGHT - OR GAIN WEIGHT - it all comes down to one thing -  ENERGY BALANCE.
- There's NO DEBATE about this!
- It's the first law of thermodynamics - a fundamental law of the universe which states that...






 ENERGY CANNOT BE CREATED OR DESTROYED 

- This means that the energy you consume (as food) can't just disappear - it has to go somewhere.
- It must be either...
  - Used for body functions, movement, heat *etc.*
  - Or stored as part of your body (fat, muscle, bone *etc.*)

## SO YES... WEIGHT LOSS IS ALL ABOUT CALORIES IN V CALORIES OUT

- Eat more than you use = gain weight
- Use more than you eat = lose weight

## BUT... YOU DON'T JUST WANT TO LOSE WEIGHT...

- You want to...
  -  Lose FAT
  -  Build a STRONG, FUNCTIONAL, ATHLETIC body
  -  Improve BONE DENSITY, TESTOSTERONE, INSULIN SENSITIVITY *etc.*
  -  FEEL better, SLEEP better & be more ENERGETIC
  -  Be on your A-GAME for work, family, friends, hobbies *etc.*

## CRASH DIETS WON'T CUT IT

- Crash diets & extreme training plans will help you to lose *WEIGHT* in the short term.
- BUT - it's a shitty way to live your life - so it's not sustainable.
- AND - the hormonal & physiological changes will leave you worse off in the long run - with less muscle and more stress.

## YOU NEED BALANCE & CONSISTENCY - A LONG-TERM SOLUTION

- If you want to achieve the above goals - you need a sustainable lifestyle, where fitness, nutrition & mindset work in synergy. Over the next 12-weeks, that's what you'r going to build.
- Each week you'll make manageable changes & build healthy habits - without having to punish yourself on the treadmill or give up your favourite foods.
- Your body will respond with physical and metabolic adaptations that make you feel better and function better - long-term!

# THE EDGE - INTRODUCTION



TO HELP YOU BUILD THAT SUSTAINABLE LIFESTYLE...

IN THE EDGE - WE FOLLOW 4 CORE PRINCIPLES...

## ◆ Sustainable Progress Over Quick Fixes:

- We don't crash. We build habits.
- Each week you'll focus on just 2–3 simple goals.
- Over the course of the program, that adds up

## ◆ Start Slow, Finish Fast

- We deliberately start slower to focus on the right habits
- Progress accelerates later once the base is strong.

## ◆ Consistency Over Perfection:

- You don't need perfect weeks.
- You just need more good days than bad and consistent improvement.
- Do what you can with what you've got.

## ◆ Own the Journey:

- This is your journey - You are the driver..
- I will guide you — but you are ultimately responsible for actions and outcomes.
- This is vital for your success.

IN KEEPING WITH THESE PRINCIPALS...

WE'RE GOING TO PROGRESS THROUGH 3 KEY PHASES

## ● BALANCE

- *Build a strong foundation — in your training, nutrition, and mindset.*
- **Fitness:** Learn balanced training, build consistency
- **Nutrition:** Create balanced meals, gradually improve food quality
- **Self-Leadership:** Understand how your mind operates & mental balance

## ● ACCELERATE

- *Dial up the intensity — with more focus & structure.*
- **Fitness:** Increase intensity, introduce tri-phasic exercises
- **Nutrition:** Dial it in, track macros, hit target ranges
- **Self-Leadership:** Define your path & align with your higher purpose

## ● AUTOMATE

- *Lock it in — so it becomes who you are, not just what you do.*
- **Fitness:** Master the movements, maintain consistency, sustain progress
- **Nutrition:** Define your nutrition system, integrate with daily rhythm
- **Self-Leadership:** Internalise the process, embrace the infinite mindset



## WHAT TO DO IN THE INTRO WEEK?

- As you know - you have a few things to do before our first call.
- Use the check list below to make sure you don't miss anything - so we can hit the ground running in week 1!

## FITNESS & TRAINING

- ✓ Read the FITNESS PROTOCOL INTRO. pdf
- ✓ Read the EQUIPMENT GUIDE - if you're training at home
- ✓ Watch the NEUTRAL POSTURE VIDEO

## NUTRITION

- ✓ Read the NUTRITION PROTOCOL INTRO. pdf
- ✓ Complete the 3-DAY DIET DIARY (i.e. PHOTOS of EVERYTHING you eat or drink for 3-DAYS)

## SELF-LEADERSHIP

- ✓ Read the short R.A.I.S.E. MINDSET PROTOCOL INTRO. pdf

## OTHERS

- ✓ Enter your WEIGHT & MEASUREMENTS in the app / account
- ✓ Complete the PAR-Q & INFORMED CONSENT docs in the app

## WHAT DOES SUCCESS LOOK LIKE FOR ME?

- In your first call, we'll dig a bit deeper into how the program's going to work.
- Then we'll discuss where you're at with your fitness & nutrition - and set you some targets for the first week.
- Before we get into that... we're gonna discuss what you really want to get out of this program.
- SO HAVE A THINK - about what your real goals are...

**PRIMARY GOAL** - e.g. *how much weight you want to lose.*

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**SECONDARY GOAL** - e.g. *likely health & fitness related - maybe energy levels, strength, reduced pain etc.*

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**OTHER/LIFESTYLE GOAL** - e.g. *something personal, like feeling more confident by the pool, setting a better example at work or as a dad etc.*

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# THE EDGE - PHASE 1 - WEEK 1

"YOU ARE NOT THE PRODUCT OF YOUR CIRCUMSTANCES.  
YOU ARE THE PRODUCT OF YOUR DECISIONS."

— STEPHEN COVEY

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## WEEK 1 GOALS...

### TRAINING GOAL

PHASE 1

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### NUTRITION GOAL

BREAKFAST CHANGES

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### SELF-LEADERSHIP GOAL

MODULE 1 - *Responsibility* - How did you get here?

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### ? OTHER GOAL

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## TASKS...

- Photos of Breakfast - for compliance
- Photos of Lunch - to assess next week
- Body Photos - in app
- WhatsApp Mindset Module 1 to James before next call

## REFLECTIONS ON WEEK 1...

### TRAINING - REFLECTIONS

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### NUTRITION - REFLECTIONS

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### SELF-LEADERSHIP - REFLECTIONS

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THE VALUES THAT I LIVE BY...

1 -----

2 -----

3 -----

### ? OTHER GOAL ?

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## WEEK 2 GOALS...

### TRAINING GOAL

PHASE 1

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### NUTRITION GOAL

LUNCH CHANGES

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### SELF-LEADERSHIP GOAL

MODULE 2 - Awareness I - Internal Awareness

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### ? OTHER GOAL ?

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## TASKS...

- Photos of Lunch - for compliance
- Photos of Dinner - to assess next week
- Download MyFitnessPal - set up on phone (see pdf)

## REFLECTIONS ON WEEK 2...

### TRAINING - REFLECTIONS

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### NUTRITION - REFLECTIONS

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### SELF-LEADERSHIP - REFLECTIONS

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THE FUTURE ME IS THE SORT OF MAN WHO...

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

### ? OTHER ?

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## WEEK 3 GOALS...

### TRAINING GOAL

PHASE 1B

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### NUTRITION GOAL

DINNER CHANGES

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### SELF-LEADERSHIP GOAL

MINDSET MODULE 3 - *Awareness II - Narrative & Habits*

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### ? OTHER GOAL ?

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## TASKS...

- Photos of Dinner - for compliance
- Download MyFitnessPal - set up on phone (see pdf)

## REFLECTIONS ON WEEK 3...

### TRAINING - REFLECTIONS

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### NUTRITION - REFLECTIONS

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### SELF-LEADERSHIP - REFLECTIONS

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TRUE BELIEFS THAT WILL HELP ME...

1 -----

2 -----

3 -----

### ? OTHER - REFLECTIONS ?

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## WEEK 4 GOALS...

### TRAINING GOAL

PHASE 1B

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### NUTRITION GOAL

TRACK PROTEIN

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### SELF-LEADERSHIP GOAL

MINDSET MODULE 4 - Awareness III - Environment & Schedule

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### ? OTHER GOAL ?

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## REFLECTIONS ON WEEK 4...

### TRAINING - REFLECTIONS

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### NUTRITION - REFLECTIONS

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### SELF-LEADERSHIP - REFLECTIONS

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### ? OTHER - REFLECTIONS ?

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## WEEKS 5-6 GOALS...

### **TRAINING GOAL**

PHASE 2

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### **NUTRITION GOAL**

TRACK EVERYTHING

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### **SELF-LEADERSHIP GOAL**

MINDSET MODULE 5 - *Impact - What's Really Driving You?*

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### ? **OTHER GOAL** ?

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## REFLECTIONS ON WEEKS 5-6...

### **TRAINING - REFLECTIONS**

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### **NUTRITION - REFLECTIONS**

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### **SELF-LEADERSHIP - REFLECTIONS**

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### ? **OTHER - REFLECTIONS** ?

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## WEEKS 7-8 GOALS...

### TRAINING GOAL

PHASE 2B

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### NUTRITION GOAL

TRACK EVERYTHING - START PLANNING GO-TO MEALS

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### SELF-LEADERSHIP GOAL

MINDSET MODULE 6 - *Strategy - Defining Your Path*

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### ? OTHER GOAL ?

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## TASKS...

- COMPLETE YOUR 'GO-TO' MEAL PLAN

## REFLECTIONS ON WEEKS 7-8...

### TRAINING - REFLECTIONS

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### NUTRITION - REFLECTIONS

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### SELF-LEADERSHIP - REFLECTIONS

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## MY PILLARS OF SUCCESS

1 -----

2 -----

3 -----

4 -----

5 -----

### ? OTHER ?

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# YOUR GO-TO MEAL PLAN



*Automate your nutrition, simplify your life — and stay in control, even when life gets busy.*

	MON	TUE	WED	THUR	FRI	SAT	SUN
BREAKFAST							
LUNCH							
DINNER							

## WEEKS 9-10 GOALS...

### TRAINING GOAL

PHASE 3

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### NUTRITION GOAL

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### SELF-LEADERSHIP GOAL

MINDSET MODULE 7 - *Edge - The Infinite Path*

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### ? OTHER GOAL ?

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## REFLECTIONS ON WEEKS 9-10...

### TRAINING - REFLECTIONS

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### NUTRITION - REFLECTIONS

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### SELF-LEADERSHIP - REFLECTIONS

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## AREAS TO FOCUS ON IN FUTURE

1 -----

2 -----

3 -----

### ? OTHER GOAL REFLECTIONS ?

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## WEEKS 11-12 GOALS...

### TRAINING GOAL

PHASE 3B

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### NUTRITION GOAL

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### SELF-LEADERSHIP GOAL- *Review*

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### ? OTHER GOAL ?

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## TASKS...

- FINAL BODY PHOTOS

## REFLECTIONS ON WEEKS 11-12...

### TRAINING - REFLECTIONS

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### NUTRITION - REFLECTIONS

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### SELF-LEADERSHIP - REFLECTIONS

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### ? OTHER - REFLECTIONS ?

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