

THE EDGE

CLIENT HANDBOOK



Your Guide to the Program
Structure, Strategy & Action


THE EDGE - INTRODUCTION



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- 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
- **Mindset:** 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
- **Mindset:** 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
- **Mindset:** 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)

MINDSET

- ✓ 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.*

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

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.*

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

NUTRITION GOAL

BREAKFAST CHANGES

MINDSET GOAL

MINDSET MODULE 1 - *Responsibility*

? OTHER GOAL

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

NUTRITION - REFLECTIONS

MINDSET - REFLECTIONS

THE VALUES THAT I LIVE BY...

- 1 -----
- 2 -----
- 3 -----
- 4 -----
- 5 -----

? OTHER GOAL ?

WEEK 2 GOALS...



TRAINING GOAL

PHASE 1



NUTRITION GOAL

LUNCH CHANGES



MINDSET GOAL

MINDSET MODULE 2 - *Awareness I - Who's Running This Show?*



OTHER GOAL



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



NUTRITION - REFLECTIONS



MINDSET - REFLECTIONS

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

1 _____

2 _____

3 _____



OTHER



WEEK 3 GOALS...

TRAINING GOAL

PHASE 1B

NUTRITION GOAL

DINNER CHANGES

MINDSET GOAL

MINDSET MODULE 3 - *Awareness II - Patterns of Behaviour*

? OTHER GOAL ?

TASKS...

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

REFLECTIONS ON WEEK 3...

TRAINING - REFLECTIONS

NUTRITION - REFLECTIONS

MINDSET - REFLECTIONS

TRUE BELIEFS THAT WILL HELP ME...

1 _____

2 _____

3 _____

? OTHER - REFLECTIONS ?

WEEK 4 GOALS...

TRAINING GOAL

PHASE 1B

NUTRITION GOAL

TRACK PROTEIN

MINDSET GOAL

MINDSET MODULE 4 - Awareness III - Planning for Hurdles

? OTHER GOAL ?

REFLECTIONS ON WEEK 4...

TRAINING - REFLECTIONS

NUTRITION - REFLECTIONS

MINDSET - REFLECTIONS

? OTHER - REFLECTIONS ?

WEEKS 5-6 GOALS...

TRAINING GOAL

PHASE 2

NUTRITION GOAL

TRACK EVERYTHING

MINDSET GOAL

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

? OTHER GOAL ?

REFLECTIONS ON WEEKS 5-6...

TRAINING - REFLECTIONS

NUTRITION - REFLECTIONS

MINDSET - REFLECTIONS

? OTHER - REFLECTIONS ?

WEEKS 7-8 GOALS...

TRAINING GOAL

PHASE 2B

NUTRITION GOAL

TRACK EVERYTHING - START PLANNING GO-TO MEALS

MINDSET GOAL

MINDSET MODULE 6 - *Strategy - Defining Your Path*

? OTHER GOAL ?

TASKS...

- COMPLETE YOUR 'GO-TO' MEAL PLAN

REFLECTIONS ON WEEKS 7-8...

TRAINING - REFLECTIONS

NUTRITION - REFLECTIONS

MINDSET - REFLECTIONS

MY PILLARS OF SUCCESS

1 -----

2 -----

3 -----

4 -----

5 -----

? OTHER ?

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

NUTRITION GOAL

MINDSET GOAL

MINDSET MODULE 7 - *Edge - The Infinite Path*

? OTHER GOAL ?

REFLECTIONS ON WEEKS 9-10...

TRAINING - REFLECTIONS

NUTRITION - REFLECTIONS

MINDSET - REFLECTIONS

AREAS TO FOCUS ON IN FUTURE

- 1 _____
- 2 _____
- 3 _____

? OTHER GOAL REFLECTIONS ?



WEEKS 11-12 GOALS...

TRAINING GOAL

PHASE 3B

NUTRITION GOAL

MINDSET GOAL- *Review*

? OTHER GOAL ?

TASKS...

- FINAL BODY PHOTOS

REFLECTIONS ON WEEKS 11-12...

TRAINING - REFLECTIONS

NUTRITION - REFLECTIONS

MINDSET - REFLECTIONS

? OTHER - REFLECTIONS ?
