

# 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 dive straight in...
- This program exists to help men like you regain control of their body, their energy, and how they show up in life... without extremes, burnout, or guesswork.
- Most men come into The Edge wanting the same things:
  - To lose fat & improve body composition
  - To feel stronger, fitter, and more capable again
  - To have a system that they can rely on for long-term results

## ✖ Why Strict Plans, Moralising and Extremes Don't Work

- Where most people go wrong isn't effort or intent... it's the approach.
- The problem is most plans rely on...
  - Rigid rules and "good vs bad" thinking
  - Perfect plans that only work in perfect weeks
  - Pushing harder when things aren't working
- Under real-life pressure... these systems break down.
- Not because of a lack of discipline, but because:
  - Rigid rules don't adapt
  - Stress and fatigue reduce consistency
  - Moralising creates guilt and all-or-nothing thinking
- The typical response is to double down:
  - More extreme training
  - More restrictive dieting
  - More self-criticism and pressure

- This usually makes things worse, not better.
  - Physically, it increases fatigue and injury risk.
  - Mentally, it leads to burnout and giving up.
- **You don't need more force... you need better regulation.**

## ✓ THE EDGE WORKS BECAUSE THE PILLARS WORK TOGETHER

- The Edge is purposefully designed around three pillars, which work together in synergy to create lasting progress ...not each in isolation.
  - **1. Fitness** - To build strength, improve movement, support energy output, and reduce pain... without wrecking your recovery.
  - **2. Nutrition** - To create a sustainable energy balance, support performance, and improve body composition... without rigid rules or extremes.
  - **3. Self-Leadership** - To manage stress, decision-making, habits, and internal pressure... especially when life gets busy.
- These pillars interact constantly.
  - Training affects appetite, sleep, and mood
  - Nutrition affects recovery, energy, and mindset
  - Stress affects behaviour, consistency, and results
- If one pillar is neglected, the whole system suffers.
- That's why The Edge doesn't chase quick fixes.
- It builds a regulated system, physically and mentally, that works under real-world pressure.

# THE EDGE - INTRODUCTION



## TO DO THIS WE FOLLOW 4 CORE PRINCIPLES...

### ◆ SUSTAINABLE PROGRESS OVER QUICK FIXES:

- We don't chase extremes or follow the latest fads.
- We build positive habits by focusing on just 2-3 simple goals at a time.
- Over time, those small wins compound into real, lasting change.

### ◆ Start Slow, Finish Fast

- We deliberately start slower to build a strong foundation.
- Progress accelerates once the base is strong.
- This is regulation before intensity.

### ◆ Consistency Over Perfection:

- You don't need a perfect system built for perfect conditions.
- You need a system that works for you and your lifestyle.
- Do what you can with what you've got and build consistency from there.

### ◆ Own the Journey:

- This is your journey. You are the driver..
- I will be here to guide you.
- But you are ultimately responsible for actions and outcomes.
- That ownership is essential for your long-term 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 & control how your mind operates

### • 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

# THE EDGE - INTRODUCTION WEEK

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## 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

### 🍽️ NUTRITION GOAL

BREAKFAST CHANGES

### 🧠 SELF-LEADERSHIP GOAL

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

### ❓ 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

### 🧠 SELF-LEADERSHIP - REFLECTIONS

## THE VALUES THAT I LIVE BY...

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

### ❓ OTHER GOAL ❓

# THE EDGE - WEEK 2

"ACT LIKE THE MAN YOU WANT TO BECOME."

— EPICETETUS



## WEEK 2 GOALS...

### TRAINING GOAL

PHASE 1

## REFLECTIONS ON WEEK 2...

### TRAINING - REFLECTIONS

### NUTRITION GOAL

LUNCH CHANGES

### NUTRITION - REFLECTIONS

### SELF-LEADERSHIP GOAL

MODULE 2 - Awareness I - Internal Awareness

### SELF-LEADERSHIP - REFLECTIONS

### OTHER GOAL ?

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

1 -----

2 -----

3 -----

## TASKS...

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

### OTHER ?

# THE EDGE - WEEK 3

“FIRST WE FORM HABITS, THEN THEY FORM US.”

—JIM ROHN

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## WEEK 3 GOALS...

### 🏋️ TRAINING GOAL

PHASE 1B

### 🍽️ NUTRITION GOAL

DINNER CHANGES

### 🧠 SELF-LEADERSHIP GOAL

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

### ❓ OTHER GOAL ❓

## TASKS...

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

## REFLECTIONS ON WEEK 3...

### 🏋️ TRAINING - REFLECTIONS

### 🍽️ NUTRITION - REFLECTIONS

### 🧠 SELF-LEADERSHIP - REFLECTIONS

TRUE BELIEFS THAT WILL HELP ME...

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

### ❓ OTHER - REFLECTIONS ❓

# THE EDGE - WEEK 4

"WHETHER YOU THINK YOU CAN, OR YOU THINK YOU CAN'T...  
YOU'RE RIGHT."

— HENRY FORD



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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

## REFLECTIONS ON WEEK 4...

### TRAINING - REFLECTIONS

### NUTRITION - REFLECTIONS

### SELF-LEADERSHIP - REFLECTIONS

### OTHER - REFLECTIONS

# THE EDGE - PHASE 2 - WEEK 5-6

"YOU WILL NEVER RISE ABOVE THE STANDARDS YOU SET FOR YOURSELF."

—JAMES CLEAR

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## WEEKS 5-6 GOALS...

### TRAINING GOAL

PHASE 2

### NUTRITION GOAL

TRACK EVERYTHING

### SELF-LEADERSHIP GOAL

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

### OTHER GOAL

## REFLECTIONS ON WEEKS 5-6...

### TRAINING - REFLECTIONS

### NUTRITION - REFLECTIONS

### SELF-LEADERSHIP - REFLECTIONS

### OTHER - REFLECTIONS

# THE EDGE - WEEKS 7-8

"MOTIVATION GETS YOU GOING,  
BUT DISCIPLINE KEEPS YOU GROWING."

—JOHN C. MAXWELL



## 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

# THE EDGE - PHASE 3 - WEEKS 9-10

"SUCCESS ISN'T OWNED. IT'S LEASED.  
AND RENT IS DUE EVERY DAY."

—J.J. WATT

## REFLECTIONS ON WEEKS 9-10...

### WEEKS 9-10 GOALS...

#### TRAINING GOAL

PHASE 3

#### NUTRITION GOAL

#### SELF-LEADERSHIP GOAL

MINDSET MODULE 7 - *Edge - The Infinite Path*

#### OTHER GOAL



#### TRAINING - REFLECTIONS



#### NUTRITION - REFLECTIONS



#### SELF-LEADERSHIP - REFLECTIONS

#### AREAS TO FOCUS ON IN FUTURE

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

#### OTHER GOAL REFLECTIONS

# THE EDGE - WEEKS 11-12

"THE FUTURE BELONGS TO THOSE WHO BELIEVE IN THE BEAUTY OF THEIR DREAMS."

— ELEANOR ROOSEVELT



## 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

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## 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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