

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 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



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.*

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

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 ?

WEEK 2 GOALS...

TRAINING GOAL

PHASE 1

NUTRITION GOAL

LUNCH CHANGES

SELF-LEADERSHIP GOAL

MODULE 2 - Awareness I - Internal Awareness

? 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

SELF-LEADERSHIP - 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

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 ?

WEEK 4 GOALS...

TRAINING GOAL

PHASE 1B

NUTRITION GOAL

TRACK PROTEIN

SELF-LEADERSHIP GOAL

MINDSET MODULE 4 - Awareness III - Environment & Schedule

? OTHER GOAL ?

REFLECTIONS ON WEEK 4...

TRAINING - REFLECTIONS

NUTRITION - REFLECTIONS

SELF-LEADERSHIP - REFLECTIONS

? OTHER - REFLECTIONS ?

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 ?

WEEKS 7-8 GOALS...

TRAINING GOAL

PHASE 2B

NUTRITION GOAL

TRACK EVERYTHING - START PLANNING GO-TO MEALS

SELF-LEADERSHIP 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

SELF-LEADERSHIP - 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

SELF-LEADERSHIP GOAL

MINDSET MODULE 7 - *Edge - The Infinite Path*

? OTHER GOAL ?

REFLECTIONS ON WEEKS 9-10...

TRAINING - REFLECTIONS

NUTRITION - REFLECTIONS

SELF-LEADERSHIP - REFLECTIONS

AREAS TO FOCUS ON IN FUTURE

1 _____

2 _____

3 _____

? OTHER GOAL REFLECTIONS ?

WEEKS 11-12 GOALS...

TRAINING GOAL

PHASE 3B

NUTRITION GOAL

SELF-LEADERSHIP GOAL- *Review*

? OTHER GOAL ?

TASKS...

- FINAL BODY PHOTOS

REFLECTIONS ON WEEKS 11-12...

TRAINING - REFLECTIONS

NUTRITION - REFLECTIONS

SELF-LEADERSHIP - REFLECTIONS

? OTHER - REFLECTIONS ?
