

THE FIRST DOMINO



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THE TRUTH MOST MEN MISS

You didn't open this because you need another workout.

You've had access to workouts your whole life.

You opened this because something stopped matching.

Your career went up. Your standards at work went up.

And somewhere in there, your body got left behind.

That gap — between the man you are in a meeting and the man you see in the mirror — isn't a fitness problem.

It's a leadership problem.

And it starts with one domino.



That gap — between the man you are in a meeting and the man you see in the mirror — isn't a fitness problem. It's a leadership problem.

John Franco

WHAT THE FIRST DOMINO ACTUALLY IS

How a man runs his body is how he runs his life.

Your body is the one system you can't delegate, can't outsource, can't fake.

You can hire a team. You can't hire someone to be disciplined for you.

So when a man takes back control of his body, something bigger happens.

He proves to himself he can keep a promise.

And a man who can keep a promise to himself starts keeping them everywhere.

That's the first domino.

Knock it down on purpose, and the rest fall in the right direction.

THE FOUR DOMINOES

THE MIRROR

Your body is the one KPI you can't spin. A man learns to lie to himself slowly. The body always keeps the real score.

THE FATHER

Your kids don't learn discipline from your speeches. They learn it watching what you do at 6am when no one's clapping.

THE HUSBAND

Energy is intimacy. Presence is love. A depleted man has nothing left for the people he's working so hard for.

THE BOARDROOM

The afternoon crash isn't a coffee problem. It's costing you decisions, presence, and authority when it matters most.

Four Dominoes In Action



The Mirror

Your true KPI: The body never lies about your discipline or your story.



The Father

Your kids follow your example far more deeply than your words.



The Husband

Presence, energy, intimacy — all begin with a full battery.



The Boardroom

Your discipline and presence command respect when stakes are high.

WHY YOUR OLD APPROACH KEEPS FAILING

The problem was never your discipline. It was your system.

You're running a 47-year-old executive's life on a 25-year-old's plan.

90-minute sessions. All-or-nothing diets. Programs built for men with no team, no kids, no travel.

Of course it falls apart when work gets busy.

A real system doesn't ask you to sacrifice your business, your family, or your career.

It's built around them.

THE STANDARD (YOUR FIRST STEP)

You don't rise to your goals. You fall to your standards.

So set one. Today.

Small enough you can't talk yourself out of it. Real enough it counts.

1. THE NON-NEGOTIABLE MOVE

30–40 minutes, three times a week. Scheduled like a meeting you'd never cancel.

2. THE PROTEIN ANCHOR

Protein first at every meal. No tracking. No Tupperware. One rule.

3. THE HARD STOP

A set time you stop eating and start winding down. Sleep is where the body rebuilds.

That's not a transformation. It's a standard.

Hold it two weeks and watch what happens to the rest of your life.

The Three Non-Negotiables



The Non-Negotiable Move

30–40 minutes, three times a week, scheduled with the gravity of your most important meeting.



The Protein Anchor

Protein comes first at every meal. Simple, no guesswork, no tracking — just one rule.



The Hard Stop

Stop eating and start winding down at a set time — let sleep become your edge.



You don't rise to your goals. You fall to your standards.

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THE MAN ON THE OTHER SIDE

Picture the version of you who already did this.

Same career. Same family. Same demands.

But his body matches his success now.

He walks into rooms differently.

His kids see a strong, present father — not a tired one.

He's not promising "Monday" for the 50th time.

He runs his body the same way he runs everything else.

On purpose. To a standard.

That man isn't a different person.

He's just you, one domino later.



NEXT STEPS

If your body is the one thing that no longer matches your success —
you already know it.

You don't need more motivation. You need a system and a man who'll hold
the standard with you.

That's what we do inside the Shredded Man Project.

APPLY: shreddedmanproject.com

Or reply STRONG and let's talk about your first domino.

John Franco · Shredded University · Faith · Fitness · Leadership.

