

The RPM Blueprint

How High-Performing Men Over 40 Change Their Body in 90 Days

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It Was Never Your Discipline.

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A wish is just a feeling with no deadline.

John Franco



Most men over 40 don't have a discipline problem. They run their companies or teams with military precision but attack their own body with random willpower, hope, and scattered effort. The truth is, you don't need more grit. You need a bulletproof system—a real plan to finally align your body with every other part of your life that's already working. RPM is that system. It starts where discipline ends: with real structure. Real deadlines. Real results. The rules are simple, the execution is daily, and you never have to guess. There's a reason high performers excel in business but stall in the gym: their work has a system; their fitness does not. That ends today.

R — Result

A result is not a dream. You don't get what you want. You get what you measure, date, and drive. A real result is specific, measurable, and time-bounded. 'I want to lose weight' is nothing. But 'I'm dropping 25 pounds and two belt sizes by my birthday' is actionable. It's real and forces action. No more vague hopes: decide exactly what you want, by when, and write it down. You run your business by KPIs. Run your body the same way. The result you set frames every action, every decision. The more specific you are, the easier it is to know if you're winning or wasting time. Pick a number. Pick a deadline. Make it count.

My Result:



P — Purpose

“

Purpose is the fuel. Without it, you quit in week three.

John Franco

Most men skip this. But after years of coaching, it's fact: no purpose, no finish. Purpose is not generic. Purpose is your reason to get up when no one's watching—when the finish line is months away and the mirror hasn't moved yet. It could be for your kids, your health, your pride. Maybe it's about being present for the next decade with the people who matter most, or finally earning respect from the man in the mirror. Your “why” will outlast any surge of willpower or tough talk. Purpose is private, but powerful. When you connect with it, it drives you past every wall. Write it. Own it. Read it every morning.

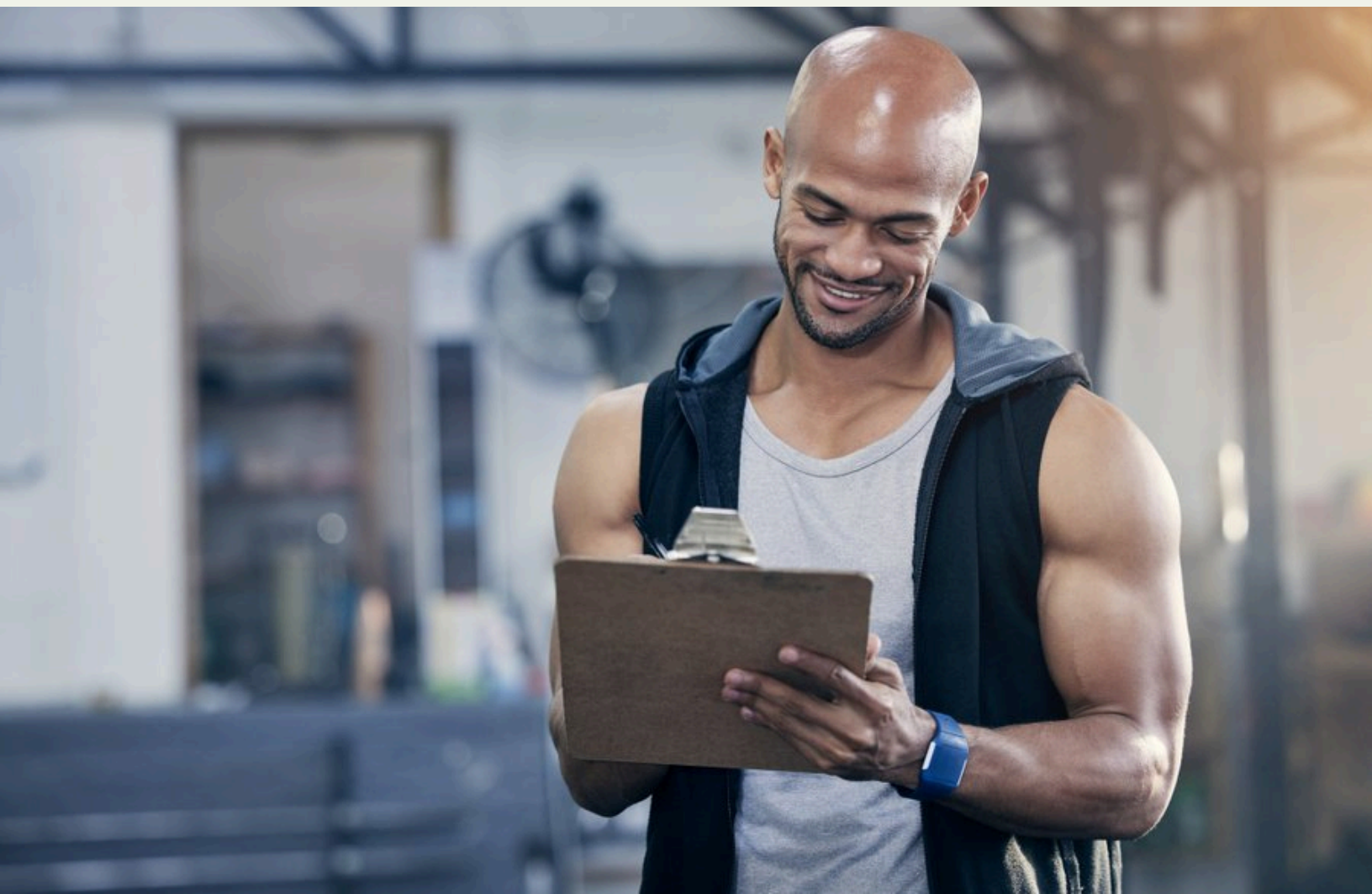


My Purpose:

M — Massive Action

Massive action is not about taking on the world; it's about daily perfection of simple habits. Don't wait for the right Monday, month, or mood. Start now, and stack days. Here's your framework to build momentum even on your busiest week:

- 3–4 training days, 35 minutes each, scheduled in advance
- Protein at every meal, no exceptions
- Water before coffee, every morning
- Keep it simple: no overcomplicating, no chasing trends. This plan runs even on your worst, busiest weeks



Check off each action, every day. Simplicity is the ultimate advantage for a high performer; it leaves no room for excuses or confusion. When life gets chaotic, your plan remains. Don't aim for perfect—aim for done. Over time, small, daily wins compound into big, lasting change. Remember: in business, systems breed consistency. In fitness, it's exactly the same.

The Massive Action Checklist



Training Days Scheduled

Book sessions like meetings—3–4 per week at 35 minutes each. Put them on your calendar and stick to them like high-stakes appointments.



Protein Every Meal

Prioritize protein at breakfast, lunch, and dinner. Lean cuts, eggs, fish—stable energy, steady muscle. Never skip.



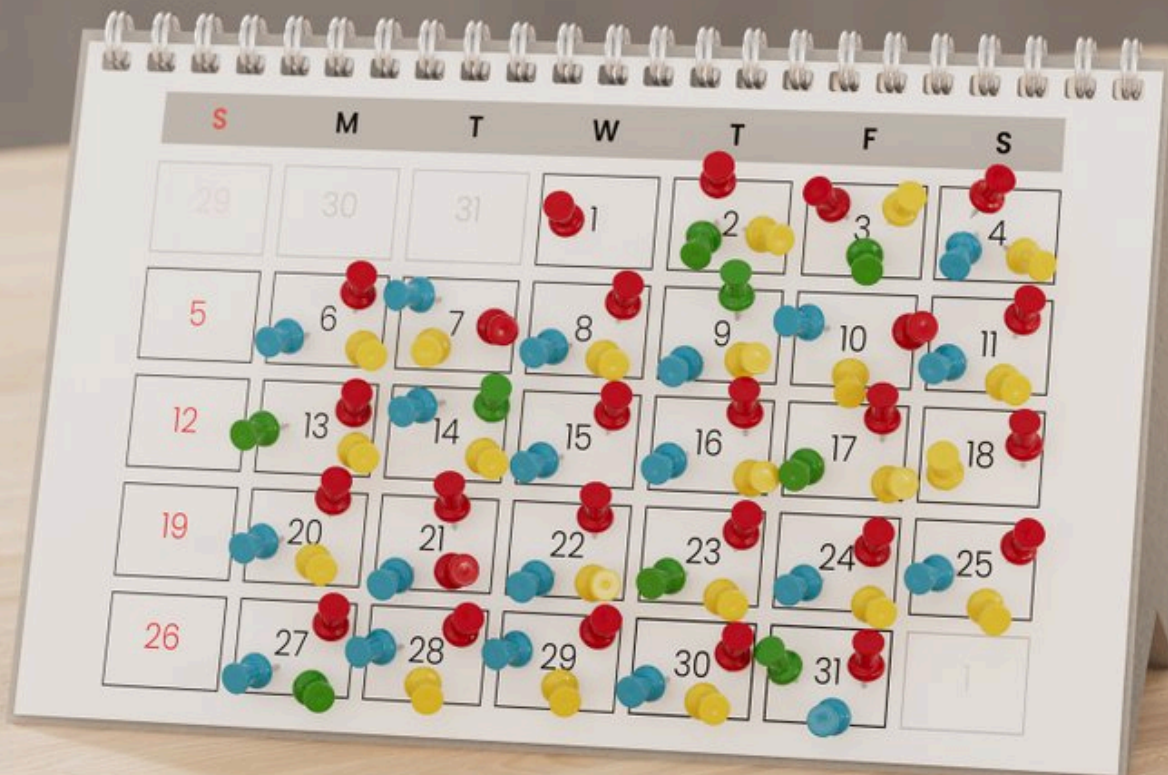
Water Before Coffee

Start every morning with a tall glass of water before your first coffee. It primes metabolism and keeps your goals top of mind.

Run It for 90 Days

Real change isn't made in a week. It's earned in a 90-day sprint. Here's why: discipline is more than self-denial—it's an asset that compounds. Each checkmark builds momentum. After a month, the mirror starts to catch up. After two, habits are automatic. By the end, your identity shifts—you're no longer "trying," you're winning. The 90-day standard isn't a punishment. It's a launchpad. There are no hacks, no workarounds. See every day executed as a deposit in the bank of your future self. Miss a day? Mark it, move on, and stack the next streak. Consistency here pays returns for a lifetime. Stick every session, nail every meal, run the game for 90 days, and your body will finally match the leader you see in every other part of your life.

Discipline compounds.



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You won't become the man you respect by improvising your way to fitness. You need a plan you wouldn't dare fail.

John Franco

Ready to Stop Letting Your Body Fall Behind Your Career?



If you're earning at a high level and people look to you for leadership, this blueprint is for you. You've built a reputation at work, but now it's time for your body to tell the same story. The excuses end here. You get one shot at the next decade. Don't let your health be the reason you slow down. With the RPM Blueprint, you bring the same execution to your body as you do to business. Trust the system. Start today. Every result starts with a decision — and yours only takes 90 days.

A graphic featuring two overlapping speech bubbles on a teal background. The top bubble is orange and contains the word 'Apply' in white. The bottom bubble is purple and contains the word 'Now!' in white. Both bubbles have a 3D shadow effect.

**Apply
Now!**

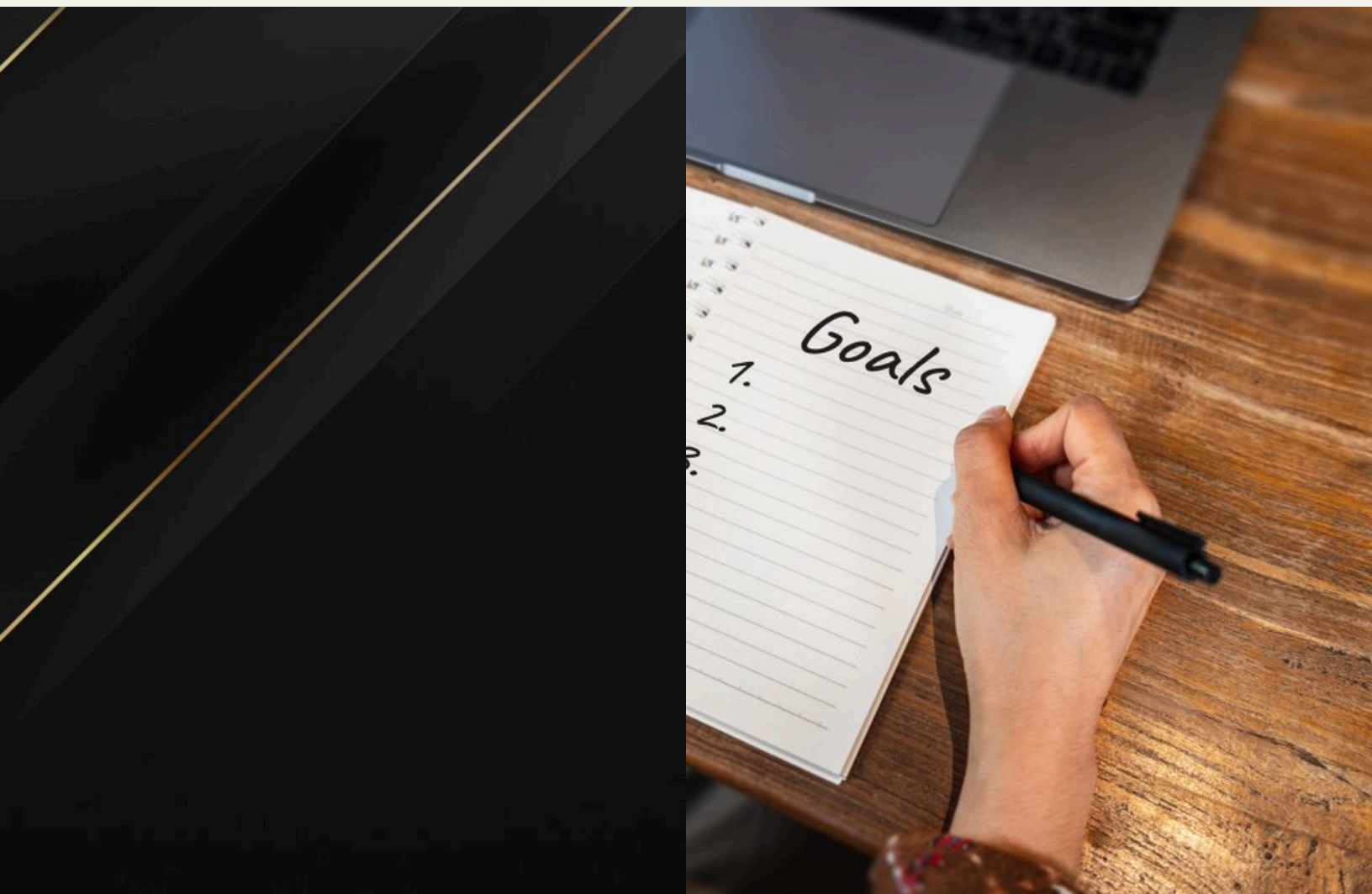
Apply now at shreddedmanproject.com

The RPM Worksheet

Fill this out today. Read it every morning.

R — MY RESULT

Specific. Measurable. Dated.



P — MY PURPOSE

The real why. Read it before you touch your phone.

M — MY MASSIVE ACTION

What I do every day. Simple enough for my worst week.

Discipline compounds.