THE FAT LOSS BLUEPRINT

Get lean and strong. Still perform at a high level.

You know what you're supposed to do. But your job demands focus, your schedule shifts and the advice never stops. **A free 4-week system for busy professionals** with a demanding job, limited time and zero patience for nonsense.

4 WEEKS · 3 TO 4 HOURS OF TRAINING A WEEK · FREE

THE BLUEPRINT

THE 4 WEEK FAT LOSS SYSTEM

You've got the discipline. Here's the system.

You try something for two weeks, it doesn't fit your life, and you quit. This gives you something you can repeat. **No rigid meal plan, no complicated programme.** Three pillars, a few numbers and a 4-week roadmap.

PILLAR 1

Training

Builds and preserves muscle. It makes you look better at the same weight and protects your strength during a deficit.

PILLAR 2

Nutrition

Creates the calorie deficit that forces your body to burn fat. Without structure you eat inconsistently and never hit your targets.

Powered by **Netlify**

PILLAR 3

Recovery

Where the adaptation happens. Poor sleep, high stress and low movement sabotage everything else.

TRAINING + NUTRITION + RECOVERY = FAT LOSS

Use the live calculator to work out your own numbers:

momentum-blueprint.netlify.app/?access=1

01 Your numbers in 60 seconds.

Bodyweight times your activity factor gives you maintenance. Take 300 to 500 off that for fat loss. Then hit your protein every single day.

YOUR BODYWEIGHT

200

LB KG

HOW ACTIVE ARE YOU?

Sedentary: desk job, minimal exercise ×13

Lightly active: 3 to 4 days a week ×14

Moderately active: 5 to 6 days a week ×15

DAILY DEFICIT: 400 CALORIES

300 · steadier 500 · faster

MAINTENANCE

2,800 cal / day

YOUR FAT LOSS TARGET

2,400 cal / day

Aggressive enough to see results. Moderate enough to sustain.

DAILY PROTEIN

160–200 g / day

0.8 to 1.0g per pound of bodyweight. Non-negotiable.

Why not 1,000 under? You'll lose muscle, feel miserable and quit. A moderate deficit lets you train hard, keep your strength and actually stick to it.

02 Same template. Every meal.

You need a structure more than a meal plan. Every meal follows the same template. Eat the same breakfast, lunch and dinner most days and adjust

portions based on hunger and progress.

PROTEIN

Chicken, turkey, beef, fish, eggs, Greek yoghurt, cottage cheese, protein powder

CARBS

Rice, oats, pasta, bread, potatoes, sweet potatoes, fruit

FATS

Olive oil, butter, avocado, nuts, nut butter, fatty fish

VEG · UNLIMITED

Broccoli, spinach, peppers, asparagus, green beans, carrots

Grab-and-go for busy days.

Back-to-back meetings, travel, late finish. Pick one and keep moving.

+ Rotisserie chicken, rice and veg
+ Protein shake, banana and peanut butter
+ Tinned tuna, wholegrain bread and avocado
+ Greek yoghurt, granola and berries
+ Turkey sandwich, apple and almonds

03 Three sessions. Full body.

You don't need to train six days a week. Three full-body workouts, 45 to 60 minutes each, built on heavy compound lifts.

Progressive overload is the whole game.

Every week, on at least one lift:

- ↑ Add one more rep
- ↑ Add 5 lb (about 2.5 kg)
- ↑ Cut your rest time

That's how you tell your body to keep its muscle in a deficit. Track every workout, know your numbers, beat them next week.

Full Body A

01	**Squat** PRIMARY LIFT	4×5–6
02	**Bench Press** SECONDARY LIFT	3×6–8
03	**Barbell Row** TERTIARY LIFT	3×8–10

Full Body B

01	**Deadlift** PRIMARY LIFT	4×5–6
02	**Incline Press** SECONDARY LIFT	3×6–8
03	**Weighted Pull-ups or Lat Pulldown** TERTIARY LIFT	3×8–10

Full Body C

01	**Front Squat or Leg Press** PRIMARY LIFT	4×5–6
02	**Dumbbell Bench** SECONDARY LIFT	3×6–8
03	**Seal Rows** TERTIARY LIFT	3×8–10

04 The invisible pillar.

Training and nutrition are visible. Recovery is silent, which is why people skip it. Don't.

SLEEP

7–9 hours

Poor sleep tanks testosterone, raises cortisol and wrecks your appetite. You'll be hungrier and weaker.

DAILY MOVEMENT

8–10K steps

No cardio sessions needed. Walk, take the stairs, park further away. It burns calories without hurting recovery.

STRESS

10 min a day

Meditation, deep breathing, a walk or time away from screens. Pick one and do it daily.

You can't out-train or out-diet bad recovery.

05 Your 4-week roadmap.

YOUR PROGRESS 0 OF 4 WEEKS

Tick each one off as you go. Your progress is saved in this browser, so come back each week.

WEEK 1

Build the habit

- [ ] Calculate your targets
- [ ] Pick three go-to meals
- [ ] Start your split
- [ ] Track everything

WEEK 2

Dial in nutrition

- [ ] Review your tracking
- [ ] Adjust portions
- [ ] Add 5 lb or one rep per exercise
- [ ] Hit targets 90% of the time

WEEK 3

Progress training

- [ ] Add weight or reps on every compound lift
- [ ] 7+ hours sleep every night
- [ ] 8,000+ steps daily

WEEK 4

Assess and adjust

- [ ] Weigh in
- [ ] Review your training log
- [ ] Rate energy, hunger and mood
- [ ] Plan your next 4 weeks

06 Why fat loss stalls.

✕ 01 Under-eating protein

You lose muscle, feel weak and your metabolism slows. Hit your target every single day.

✕ 02 Random training

Switching programmes every week stops progress. Stick to your split for at least four weeks before changing anything.

✕ 03 No tracking

You think you're eating 2,400 calories. You're actually eating 3,200. Track for two weeks to calibrate your portions.

✕ 04 Poor sleep

You can't out-diet bad sleep. Prioritise 7+ hours. Everything else gets harder without it.

✕ 05 All-or-nothing thinking

Miss one workout and quit the whole system? Fat loss is 90% consistency. The trend over four weeks is what matters.

WHAT'S NEXT

2 WAYS IN

You alone, or with a coach.

The system works. You've got the framework and the numbers. What separates people who lose 5 lb and quit from people who lose 20 and keep it off is **accountability**. Someone checking in, adjusting the plan when life gets messy and pushing you when motivation fades.

FREE · ON YOUR OWN

Run the system yourself.

Plenty of people do. Set your numbers, pick three go-to meals, start the split and tick off the roadmap week by week.

- Your calorie and protein targets
- The meal template and grab-and-go list
- The A, B, C full-body split
- The 4-week roadmap, saved as you go

1:1 COACHING · THE MOMENTUM PROGRAMME

Want George in your corner?

George dials in your nutrition, programmes your training and holds you accountable to the system, around your schedule, your goals and your obstacles.

- Busy professionals serious about building a body that matches their ambition
- Nutrition and training built around your job and diary
- Check-ins and adjustments when life gets messy
- Not for anyone looking for a quick fix

PREFER INSTAGRAM? DM GEORGE THE WORD PLAN

Start this week. Build momentum.

Work out your numbers, start the split and tick off week one. If you want help getting there faster, book your call with George.

GEORGE LLOYD