

THE 28-DAY FAT LOSS JUMPSTART

A complete, science-backed 28-day program for adults who want to lose fat, protect muscle, and build habits that actually last — without extreme diets or two-hour workouts.



**START TODAY.
SEE RESULTS IN 4 WEEKS.**



THE FRAMEWORK

FOUR PILLARS. ONE DIRECTION.

Every sustainable transformation comes down to four fundamentals executed consistently over time. No single pillar works alone — strength training without protein fails, protein without sleep underperforms, and walking without a calorie deficit stalls. This guide gives you the exact tools and structure for all four.

	 LIFT 3X PER WEEK	1 Resistance training is non-negotiable during fat loss. Without it, up to 40% of weight lost can come from muscle — slowing metabolism and making results disappear fast. Three full-body sessions per week protects your lean mass, boosts your resting metabolic rate, and makes the deficit sustainable long-term.
	 HIT PROTEIN DAILY	2 Protein is the highest-return nutritional lever for fat loss. It preserves muscle during a deficit, keeps you fuller longer, and burns more calories digesting it than carbs or fat (thermic effect). 0.8–1g per pound of body-weight daily is your non-negotiable target — every day, not just training days.
	 WALK EVERY DAY	3 Daily walking adds 200–400 calories of fat-burning output without stressing recovery or increasing hunger. 7,000–10,000 steps per day is the sweet spot for most adults. It keeps NEAT (non-exercise activity thermogenesis) high without cannibalizing your strength sessions or recovery capacity.
	 PROTECT SLEEP	4 Poor sleep elevates cortisol, suppresses testosterone, disrupts hunger hormones (ghrelin/leptin), and cuts recovery in half. Seven or more hours isn't optional — it is the most underrated fat loss tool available. One bad night can trigger cravings that erase 2 days of discipline.



THE 28-DAY GOAL

The goal isn't perfection — it's evidence. Proof that you can execute the four pillars consistently enough to create measurable change. After 28 days you'll have data: what your body responds to, what habits stick, and exactly what to do next. That evidence is more valuable than the scale.

WHAT TO EXPECT WEEK BY WEEK

WEEK 1	WEEK 2	WEEK 3	WEEK 4
			
Learn the System	Build Momentum	See Early Results	Prove It Works

THE FRAMEWORK

FOUR PILLARS. ONE DIRECTION.

Every sustainable transformation comes down to four fundamentals executed consistently over time. No single pillar works alone — strength training without protein fails, protein without sleep underperforms, and walking without a calorie deficit stalls. This guide gives you the exact tools and structure for all four.



LIFT

3X PER WEEK

Protect muscle, boost metabolism, and make the deficit sustainable long-term.



HIT PROTEIN

DAILY

Preserve muscle, stay fuller longer, and maximize fat loss with 0.8–1g per pound of bodyweight daily.



WALK

EVERY DAY

7,000–10,000 steps daily adds 200–400 calories burned without hurting recovery.



PROTECT

SLEEP

7+ hours restores hormones, controls hunger, and maximizes recovery and results.



THE 28-DAY GOAL

The goal isn't perfection — it's evidence. Proof that you can execute the four pillars consistently enough to create measurable change.



GET THE DATA



FIND WHAT WORKS



BUILD HABITS



TAKE ACTION

WHAT TO EXPECT WEEK BY WEEK



WEEK 1

Learn the System

Build the foundation. Dial in your nutrition, training, steps, and sleep.



WEEK 2

Build Momentum

Create consistency. Lock in habits and start feeling the difference.



WEEK 3

See Early Results

The scale moves. Energy rises. Clothes fit better. Confidence builds.



WEEK 4

Prove It Works

Lock in the habits. Review results and plan your next 90 days.



USE THE FREE APP WITH THIS GUIDE

Ask Ken's AI any training or nutrition question.

GET AN ANSWER IN SECONDS.



OPEN APP

THE PROTEIN-FIRST PLATE METHOD

You don't need to count every calorie. You need a reliable system that consistently produces a moderate calorie deficit while keeping protein high enough to protect muscle. The Protein-First Plate Method does exactly that — anchor every meal with protein, fill the rest with produce, use smart carbs around workouts, and add flavor to make it repeatable.

1

PROTEIN FIRST

Every meal. 35–50g of protein.



2

PRODUCE SECOND

Fill one third of the plate with vegetables and fruit.

4

FAT & FLAVOR

Use for taste and satisfaction — not as a primary source.

3

SMART CARBS

Prioritize around training. Adjust based on your goals.

DAILY PROTEIN & CALORIE TARGETS

BODYWEIGHT	PROTEIN TARGET (per day)	CALORIE TARGET (per day)	CARBS (TRAINING DAYS)
130 lb	104–130g / day	1,750–2,000 cal	120–160g
150 lb	120–150g / day	1,900–2,200 cal	140–180g
170 lb	136–170g / day	2,100–2,400 cal	160–200g
190 lb	152–190g / day	2,300–2,600 cal	180–220g
210 lb	168–210g / day	2,500–2,800 cal	200–240g
230 lb	184–230g / day	2,700–3,000 cal	220–260g

* Targets assume moderate activity (3x/week lifting + daily walking). Adjust by ±200 calories based on 3-week results. If weight is not moving after 3 weeks, reduce calories by 150–200. If energy crashes, increase carbs slightly on training days.

BUILD YOUR PLATE — IN ORDER

1



PROTEIN FIRST — EVERY SINGLE MEAL
Chicken breast, lean beef, fish, eggs, Greek yogurt, cottage cheese, or protein powder.
Target 35–50g per meal across 3–4 meals.
This is the anchor — everything else fills in around it.

2



PRODUCE SECOND — FILL ONE THIRD OF THE PLATE
Vegetables and fruit. High volume, low calorie. Fiber increases satiety, slows digestion, and supports gut health.
Eat these before or with every meal — they regulate appetite better than any supplement.

3



SMART CARBS — EARNED AROUND TRAINING
Rice, potato, oats, bread. Prioritize carbs in your pre- and post-workout meals.
On rest days, reduce carbs by 30–40% and replace with extra vegetables or healthy fat.
Carbs are not the enemy — poor timing is.

4



FAT AND FLAVOR — MAKE IT REPEATABLE
Olive oil, avocado, nuts, butter, seasoning, sauces. Use fat for flavor, not as a primary calorie source.
The best plan is the one you repeat for weeks — not the one that's perfect for three days.

FAST MEAL COMBOS THAT WORK

BREAKFAST	LUNCH	DINNER	SNACKS
4 eggs + toast (30g protein)	Chicken rice bowl (45g protein)	Lean beef + potato (50g protein)	Cottage cheese (14g protein)
Greek yogurt + berries (17g protein)	Turkey + cheese wrap (35g protein)	Salmon + rice (40g protein)	Hard-boiled eggs (12g protein)
Protein shake + oats (30g protein)	Tuna + crackers + salad (30g protein)	Chicken stir-fry (42g protein)	String cheese + apple (7g protein)



THE 2-WEEK PROTEIN AUDIT
Track only protein for two weeks. Not calories. Not carbs. Just protein.
Most adults discover they're hitting 40–60% of their daily target. Fixing protein alone — before changing anything else — moves the needle faster than any other single nutrition change.



CALCULATE YOUR EXACT MACROS
Open the Macro Calculator. Enter your weight and goal. Get exact daily targets in 60 seconds.

CALCULATE NOW

BUILD YOUR PLATE

WHOLE FOODS. SIMPLE RULES. REAL RESULTS.

The Protein-First Plate Method is built on four food groups that cover everything you need. You've already learned Items 1 & 2. Now let's finish the plate.



3 CARB SOURCE (PERFORMANCE FUEL)

- ✓ Powers your workouts
- ✓ Replenishes glycogen
- ✓ Supports recovery
- ✓ Keeps you full and satisfied



BEST CHOICES: White rice, sweet potatoes, oats, potatoes, quinoa, whole grain pasta, beans, fruit.

SERVING GUIDE: ½–1 cup cooked (adjust based on activity level and goals)

4 HEALTHY FATS (HORMONE & HEALTH)

- ✓ Supports hormone production
- ✓ Improves nutrient absorption
- ✓ Keeps you full longer
- ✓ Essential for overall health



BEST CHOICES: Avocado, nuts, seeds, nut butters, olive oil, fatty fish (salmon, sardines).

SERVING GUIDE: 1–2 tbsp or ¼–½ avocado (add to balance your plate)

FAST MEAL COMBOS

Real food. Real simple.



CHICKEN POWER BOWL

- ✓ 6 oz grilled chicken
- ✓ 1 cup white rice
- ✓ 1 cup broccoli
- ✓ 1 tbsp olive oil

CALORIES: ~550 | PROTEIN: 45g



SALMON & SWEET POTATO

- ✓ 6 oz salmon
- ✓ 1 medium sweet potato
- ✓ 1 cup green beans
- ✓ 1 tsp olive oil

CALORIES: ~600 | PROTEIN: 45g



LEAN BEEF & QUINOA

- ✓ 6 oz lean ground beef (93%)
- ✓ ¾ cup cooked quinoa
- ✓ 1 cup asparagus
- ✓ 1 tbsp avocado

CALORIES: ~580 | PROTEIN: 40g



PROTEIN BREAKFAST BOWL

- ✓ 1 scoop protein powder
- ✓ ½ cup oats
- ✓ 1 tbsp almond butter
- ✓ ½ cup berries

CALORIES: ~450 | PROTEIN: 35g



TUNA CHICKPEA SALAD

- ✓ 1 can tuna (in water)
- ✓ ½ cup chickpeas
- ✓ Veggies of choice
- ✓ 1 tbsp olive oil

CALORIES: ~440 | PROTEIN: 35g

2-WEEK PROTEIN AUDIT

Track your protein daily for 14 days. Most people are surprised how little they're actually getting.

DAILY CHECKLIST	WEEK 1	WEEK 2
Hit my protein target	☐	☐
Protein at each meal	☐	☐
High-quality protein sources	☐	☐
Tracked honestly	☐	☐
WEEKLY SCORE	/28	/28

TARGETS

- 0–30 pts Needs work
- 31–45 pts Good start
- 46–56 pts On track
- 56+ pts Dialed in

CALCULATE YOUR TARGETS

KNOW YOUR NUMBERS. HIT YOUR GOALS.



- 1 Enter your stats
Age, weight, height, activity level



- 2 Get your targets
Calories, protein, carbs, fats



- 3 Follow the plan
Eat with confidence. Get results.

USE THE MACRO CALCULATOR
BPFVIRTUAL.ORG/CALCULATOR



CONSISTENCY COMPOUNDS.
Simple habits. Massive results.



Focus on progress, not perfection.



Plan your meals, protect your time.



Prepare today, so you win tomorrow.



You don't have to eat perfect. You just have to be consistent.

3-DAY STRENGTH TEMPLATE

Three full-body strength sessions per week is the minimum effective dose for preserving muscle during a fat-loss phase.



PRESERVE MUSCLE



BURN MORE CALORIES



BUILD STRENGTH



SUSTAIN LONG TERM



A

SQUAT + PUSH + ROW — Lower Body, Chest, Upper Back, Core

🕒 60-75 MIN

1	Goblet Squat or Leg Press	3 x 10-12 reps	 GOBLET SQUAT  DB BENCH PRESS  DB ROW  PLANK
2	Dumbbell Bench Press or Push-Up	3 x 8-12 reps	
3	Dumbbell Row or Cable Row	3 x 10-12 reps	
4	Plank or Dead Bug	3 x 30-45 sec	

B

HINGE + PRESS + PULL — Hamstrings, Glutes, Shoulders, Lats

🕒 60-75 MIN

1	Romanian Deadlift or Hip Thrust	3 x 10-12 reps	 RDL OR HIP THRUST  DB SHOULDER PRESS  LAT PULLDOWN  FARMER CARRY
2	Dumbbell Shoulder Press	3 x 10-12 reps	
3	Lat Pulldown or Band Pull-Apart	3 x 12-15 reps	
4	Paloff Press or Farmer Carry	3 x 30 sec	

C

LEGS + UPPER + CARRY — Full Body Strength and Conditioning

🕒 60-75 MIN

1	Split Squat or Step-Up	3 x 8-12 each	 SPLIT SQUAT  INCLINE PUSH-UP  FACE PULL  SUITCASE CARRY
2	Incline Push-Up or Dumbbell Fly	3 x 10-12 reps	
3	Face Pull or Band Row	3 x 12-15 reps	
4	Farmer Carry or Suitcase Carry	3 x 30-40 sec	

PROGRESSIVE OVERLOAD RULES

WHEN TO ADD WEIGHT

- Complete all prescribed reps
- With clean form on 2 consecutive sessions
- Add weight on the next set
- For dumbbells: jump to the next weight increment
- For machines: add one plate (or one pin)

REST PERIODS

- Compound movements (squat, deadlift, press): 2-3 minutes
- Isolation & accessory work: 60-90 seconds
- Carries and core work: 45-60 seconds

KEY PRINCIPLES



CONSISTENCY OVER INTENSITY



FOCUS ON FORM FIRST



REST & RECOVER SMART



PROGRESS WEEK AFTER WEEK

PROGRESSIVE OVERLOAD

GET STRONGER EVERY WEEK

Your body adapts to what you do. To keep seeing results, you need to progressively challenge it. Small improvements compound into big change.



THE OVERLOAD FORMULA

- More reps**
Add 1–2 reps
- More weight**
Add 2.5–5 lbs
- More sets**
Add 1 set
- Better effort**
Increase intensity
- Better recovery**
Sleep, nutrition, consistency

TRACK YOUR PROGRESS

Use this simple tracker for your main lifts. Aim to improve one variable each week.

- Weight (lbs)**
- Reps**
- Sets**
- Progress Notes**

EXERCISE	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Bench Press	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets
Pull-Ups / Lat Pulldown	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets
Barbell Row	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets
Squat	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets
Romanian Deadlift	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets
Overhead Press	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets	___ x ___ ___ sets

PROGRESS MARKER

Look for wins in these areas:

- Lift more weight for the same reps
 - Do more reps with the same weight
 - Add an extra set
 - Improve your mind-muscle connection
 - Shorter rest times
 - Better pumps and performance
- Small wins weekly. Big results monthly.

BUILD YOUR WORKOUT (EXAMPLE)

Pick 1 exercise from each category for your day.

1. MAIN MOVEMENT (Strength Builder)



Examples:
Squat, Bench Press,
Deadlift, Overhead Press

+

2. SECONDARY MOVEMENT (Muscle Builder)



Examples:
Rows, Pull-Ups, Lunges,
Incline Press

+

3. ACCESSORY MOVEMENT (Shape & Support)



Examples:
Lateral Raises, Tricep Pushdowns,
Leg Curls, Face Pulls

=

A COMPLETE WORKOUT



Balanced. Effective.
Built for results.

RECOVERY = RESULTS

- SLEEP**
7–9 hours per night
Your muscles grow while you rest.
- NUTRITION**
Eat enough protein and calories to fuel performance and recovery.
- HYDRATION**
Drink water consistently throughout the day.
- DELOAD**
Every 4–6 weeks, take a lighter week to recover and come back stronger.

COMMON MISTAKES TO AVOID

- Using momentum**
Slow down and control the weight.
- Ego lifting**
Leave your ego at the door.
- Skipping warm-ups**
Prepare your body, prevent injuries.
- Not tracking progress**
What gets measured gets improved.
- Doing too much, too soon**
Consistency beats complexity.

BUILD YOUR OWN WORKOUT IN THE BPF VIRTUAL APP



- Choose from 100+ exercises
- Custom sets, reps and rest times
- Save and track your workouts
- Watch exercise demos
- Track your strength progress

DOWNLOAD THE APP & START BUILDING

[BPFVIRTUAL.ORG/APP](https://bpfvirtual.org/app)



“THE ONLY BAD WORKOUT
IS THE ONE THAT DIDN'T HAPPEN.”
— KEN



CONSISTENCY + PROGRESS = TRANSFORMATION
Trust the process. Put in the work. Get the results.

NEXT UP:
WEEK-BY-WEEK ROADMAP
(Page 8)



YOUR 4-WEEK ROADMAP

ONE PLAN. FOUR WEEKS. MASSIVE PROGRESS.

Follow the plan, focus on consistency, and trust the process. Each week builds on the last so you keep getting stronger, leaner, and more confident.



THE BIG PICTURE

Fat loss isn't about perfection — it's about showing up. These four weeks will create momentum that lasts long after day 28.

	WEEK 1 LEARN THE SYSTEM	WEEK 2 BUILD MOMENTUM	WEEK 3 SEE EARLY RESULTS	WEEK 4 PROVE IT WORKS
TRAINING	- Learn the 3-Day Strength Template - Focus on form and controlled reps - Use moderate weights - Build the habit	- Add weight or reps to key lifts - Improve form and intensity - Shorten rest times slightly - Track everything	- Push harder on big lifts - Add an extra set to main movements - Increase intensity - Start seeing strength gains	- Peak effort this week - Heavy focus on compounds - Maximize results - Finish strong and confident
NUTRITION	- Hit your protein target daily - Follow the Plate Method - Eat mostly whole foods - No extreme restrictions	- Dial in portion control - Reduce empty calories - Prep ahead - Stay consistent	- Dial in your calories - Focus on nutrient density - Keep hunger in check - Stay consistent 90%+	- Lock in your nutrition - Eliminate last remaining weak spots - Create sustainable habits - Own your results
ACTIVITY	- Walk 7,000–8,000 steps/day - Move more throughout the day - Do light cardio 2x this week - Build the habit	- Increase steps to 8,000–10,000/day - Add incline or longer walks - Light cardio 2–3x this week - Keep moving daily	- Hit 10,000+ steps/day - Add moderate cardio 2–3x - Increase NEAT - Keep momentum high	- Maintain 10,000+ steps/day - Add HIIT 1–2x if recovery allows - Stay active and consistent - Finish strong
MINDSET	- Focus on showing up - Don't chase perfection - Build confidence - One day at a time	- Stay disciplined - Push through challenges - Trust the process - Small wins matter	- Stay locked in - Visualize your goals - Remind yourself why - Keep a strong mindset	- Finish with no regrets - Be proud of your progress - Build belief in yourself - You've got this
FOCUS	- Learn the plan - Create your routine - Track your starting point - Set your goals	- Stay consistent - Refine your habits - Track and adjust - Stay accountable	- Keep pushing forward - Stay patient - Monitor progress - Keep momentum	- Execute the plan - Give maximum effort - Finish strong - Celebrate progress

THE PROGRESSION PATH



SIGNS YOU'RE ON TRACK

THE SCALE IS JUST ONE DATA POINT.

Fat loss is more than a number. Track these signs to stay motivated and know you're heading in the right direction.



STAY THE COURSE

Some weeks the scale won't budge. That doesn't mean you're not making progress. Trust the process, track the right things, and keep showing up.

CONSISTENCY > PERFECTION

KEY METRICS TO TRACK

WEIGHT

Track daily. Look at the 7-day average.

Goal: Down 0.5–2 lbs/week

WAIST

Measure at navel level. Track weekly.

Goal: Down 0.25–1 in/week

PHOTOS

Front, side, back. Same lighting.

Goal: See visible changes

STRENGTH

Getting stronger means you're recomping.

Goal: Add reps, sets or weight

ENERGY

More energy = better metabolism.

Goal: Feel better every week

NON-SCALE WINS THAT MATTER

Clothes fit better

More strength in daily tasks

Better sleep quality

Muscle looks more defined

Improved endurance

More discipline & consistency

Better mood & confidence

Proud of your progress

★ Celebrate the small wins. They lead to BIG results.

PROGRESS PHOTOS: HOW TO DO IT RIGHT

- Take photos every 2 weeks
- Same time of day
- Same lighting
- Same outfit
- Front, side, back
- Stand relaxed (not flexing)

FRONT

SIDE

BACK

WEEKLY TRACKER

WEEK OF: _____

	M	T	W	T	F	S	S
1. NUTRITION							
Hit protein target	☐	☐	☐	☐	☐	☐	☐
Followed Plate Method	☐	☐	☐	☐	☐	☐	☐
Stayed within calorie target	☐	☐	☐	☐	☐	☐	☐
2. TRAINING							
Completed workouts	☐	☐	☐	☐	☐	☐	☐
Progressive overload	☐	☐	☐	☐	☐	☐	☐
3. ACTIVITY							
Hit 8k–10k steps	☐	☐	☐	☐	☐	☐	☐
Did cardio or HIIT (2–3x)	☐	☐	☐	☐	☐	☐	☐
4. MINDSET							
Stayed consistent	☐	☐	☐	☐	☐	☐	☐
Positive mindset	☐	☐	☐	☐	☐	☐	☐
WEEKLY SCORE							/56
45–56 = Excellent 34–44 = Good 0–33 = Reset & Refocus							

TRACK IT. TRUST IT. TRANSFORM.

USE THE BPF VIRTUAL APP

Keep all your data in one place and watch your progress unfold.

Log your workouts

Track nutrition & calories

See your progress

Store your progress photos

Stay motivated & accountable

Download on the App Store

GET IT ON Google Play

BPFVIRTUAL.ORG/APP

FOCUS ON TRENDS, NOT NUMBERS

Daily fluctuations are normal. Look at the big picture.

BE PATIENT

Real, lasting results take time. Stay consistent and let the process work.

ADJUST WHEN NEEDED

If progress stalls for 2+ weeks, review nutrition, training, and activity. Then adjust.

KEEP YOUR WHY FRONT & CENTER

Remember why you started. Your why will keep you going when motivation fades.

CARDIO & DAILY ACTIVITY

BURN MORE. SUPPORT FAT LOSS. FEEL BETTER.

Cardio and daily movement improve your calorie burn, heart health, recovery, and mood. The key is choosing the right type, right amount, and being consistent.



THE GOAL

Use cardio and daily movement to create a calorie deficit, improve conditioning, and support long-term fat loss—without overcomplicating it.

KEY BENEFITS

- Burn more calories
- Improve heart health
- Boost energy & mood
- Enhance recovery
- Support better sleep

TYPES OF CARDIO: WHEN & HOW TO USE THEM

1. LOW-INTENSITY STEADY STATE (LISS)

Best for recovery, fat loss, and building aerobic base.



- Intensity: 60–70% max heart rate
- Duration: 30–60 minutes
- Great for: Daily activity, recovery days, extra calorie burn
- How it feels: You can hold a conversation

2. MODERATE CARDIO

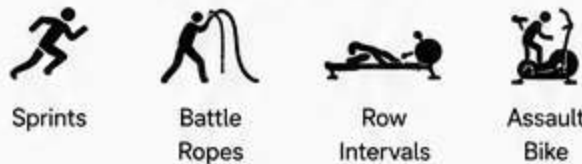
Great for improving fitness and burning calories efficiently.



- Intensity: 70–80% max heart rate
- Duration: 20–30 minutes
- Great for: Time-efficient fat loss, conditioning
- How it feels: Breathing harder, still manageable

3. HIGH-INTENSITY INTERVAL TRAINING (HIIT)

Best for maximizing calorie burn in less time and preserving muscle.



- Intensity: 85–95% max heart rate
- Duration: 10–20 minutes
- Great for: Advanced fat loss, time-crunched days, boosting metabolism
- How it feels: Hard, challenging effort

HOW OFTEN SHOULD YOU DO CARDIO?

Follow this simple guideline based on your training and goals.

LIFTING 3 DAYS/WEEK Add 2–3 cardio sessions	1–2 LISS + 1 HIIT or 2–3 Moderate
LIFTING 4–5 DAYS/WEEK Add 2 cardio sessions	1–2 LISS or 1 Moderate + 1 HIIT
NO LIFTING (CARDIO FOCUS) Add 4–6 cardio sessions	Mix LISS, Moderate, and HIIT

★ Listen to your body. Recovery comes first.

SAMPLE WEEKLY CARDIO PLAN

Example for someone lifting 4 days/week

DAY	CARDIO	DURATION	INTENSITY
MON	LISS (Incline Walk)	30–45 min	Low
TUE	HIIT (Sprints)	15–20 min	High
WED	REST OR ACTIVE RECOVERY	20–30 min	Low
THU	LISS (Bike)	30–45 min	Low
FRI	HIIT (Row Intervals)	15–20 min	High
SAT	MODERATE (Jog)	20–30 min	Moderate
SUN	REST OR ACTIVE RECOVERY	20–30 min	Low

CARDIO GUIDELINES

- Choose activities you enjoy.
- Stay consistent over time.
- Don't do HIIT every day—recovery matters.
- Fasted cardio is optional, not required.
- Nutrition drives results—cardio supports them.
- Track your sessions and progress.



REMEMBER:

The goal isn't to do the most cardio. The goal is to do the right cardio, consistently.

INTENSITY GUIDE: USE RATE OF PERCEIVED EXERTION (RPE)

RPE 1–2	Very Easy	Light activity, barely breaking a sweat.
RPE 3–4	Easy	Comfortable pace, easy to hold a conversation.
RPE 5–6	Moderate	Challenging, can talk but not sing.
RPE 7–8	Hard	Hard to talk, short sentences only.
RPE 9–10	Very Hard	Very difficult, all-out effort.

TRACK YOUR CARDIO

Track to improve. You can't manage what you don't measure.

- Duration
- Calories (estimate)
- Average Heart Rate (optional)
- How you felt (RPE)



TOP CARDIO TIPS

- Walk more. It's the highest ROI activity.
- Hit your daily step goal.
- Add incline to increase calorie burn.
- Mix intensity throughout the week.
- Stay hydrated.
- Be consistent, not perfect.



“Don't use cardio to punish yourself. Use it to build a better you.”
— KEN



MOVE MORE EVERY DAY
Small steps. Big impact.
Consistency creates change.

NEXT UP:
NEAT MULTIPLIER: DAILY HABITS THAT
BURN MORE WITHOUT TRYING
(Page 11)



THE NEAT MULTIPLIER

BURN MORE WITHOUT TRYING

NEAT = NON-EXERCISE ACTIVITY THERMOGENESIS

NEAT is all the movement you do outside of structured exercise. It's the secret weapon for fat loss because it adds up all day long.

More steps. More movement. More results.



THE POWER OF NEAT

Two people can eat the same and train the same, but the person who moves more throughout the day will burn more calories and lose more fat.

MOVE MORE. EVERY DAY.
IT'S THAT SIMPLE.

CALORIES BURNED BY DAILY STEPS (ESTIMATE)

DAILY STEPS	CALORIES BURNED (150 LB PERSON)	FAT LOSS IMPACT
3,000	~120 cal	Maintenance
6,000	~240 cal	Small deficit boost
8,000–10,000	~350–500 cal	Significant fat loss boost
12,000+	~600+ cal	Game changer

★ Add 350–500 extra calories burned daily just by hitting 8k–10k steps.

WHAT 30 MINUTES OF WALKING CAN EQUAL



30 min brisk walk (3.5 mph) = ~150–200 calories (~1.5 slices of pizza)



30 min brisk walk (3.5 mph) = ~150–200 calories (~1 muffin)



30 min brisk walk (3.5 mph) = ~150–200 calories (~1 soda)



30 min brisk walk (3.5 mph) = ~150–200 calories (~1 beer)

✓ Small choices. Big results.

HOW TO BUILD MORE MOVEMENT INTO YOUR DAY



STAND MORE

- Stand while you work or take calls.
- Use a standing desk if you can.



TAKE THE STAIRS

- Skip the elevator.
- Small habit, huge cumulative impact.



WALK MORE

- Park farther away.
- Walk during breaks.
- Take walking meetings.



MOVE WHILE YOU DO LIFE

- Clean, cook, yard work.
- Do more. Sit less.
- Every little bit counts.



LIMIT SIT TIME

- Get up every 30–60 min.
- Move for 2–5 minutes.
- Break up long sitting periods.

NEAT IS A MULTIPLIER



The more you move outside the gym, the more fat you burn, the faster you see results.

DAILY STEP GOALS



Beginner:
5,000–6,000 steps



Intermediate:
8,000–10,000 steps



Advanced:
10,000–15,000+ steps



Elite Fat Loss Zone:
12,000+ steps daily

★ Pick your target. Hit it every day.

DAILY MOVEMENT CHECKLIST

- ☐ Hit my step goal
- ☐ Took the stairs
- ☐ Walked during a break
- ☐ Parked farther away
- ☐ Moved for at least 2–5 minutes every hour
- ☐ Did a walking phone call or meeting
- ☐ Stayed active outside of workouts
- ☐ Felt more energized by moving more

✓ Check the boxes. Build the habit.

THE NEAT FORMULA



MORE
MOVEMENT

+



MORE DAILY
CALORIES BURNED

=



FASTER FAT
LOSS



REMEMBER:

You don't need more time. You need more movement. Make movement part of your lifestyle.

7-DAY NEAT HABIT TRACKER



Hit my step goal



Moved outside workouts



Took stairs / Active choices



Got up every hour

	MON	TUE	WED	THU	FRI	SAT	SUN
Hit my step goal	☐	☐	☐	☐	☐	☐	☐
Moved outside workouts	☐	☐	☐	☐	☐	☐	☐
Took stairs / Active choices	☐	☐	☐	☐	☐	☐	☐
Got up every hour	☐	☐	☐	☐	☐	☐	☐



STACK SMALL WINS

Consistency with daily movement leads to massive results over time.

Be consistent. Be active.
Be unstoppable.



Movement is medicine. The more you move, the better you feel, look, and perform."

— KEN



EVERY STEP COUNTS

It's not about perfection.
It's about progress.
Take more steps. Every day.

NEXT UP:

MINDSET: YOUR ULTIMATE
FAT LOSS WEAPON
(Page 12)



MINDSET: YOUR ULTIMATE FAT LOSS WEAPON

YOUR MIND DECIDES. YOUR ACTIONS DELIVER. YOUR HABITS TRANSFORM.

The body follows the mind. A strong mindset turns discipline into freedom and makes consistency effortless. Build the right mindset and you'll never go back to your old self.



THE TRUTH

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

- ✓ Discipline > Motivation
- ✓ Habits > Feelings
- ✓ Progress > Perfection
- ✓ Consistency > Intensity
- ✓ Patience > Speed

THE HABIT SYSTEM (COMPOUND GROWTH)



EXAMPLES OF 1% BETTER HABITS

- ✓ Eat 10g more protein daily
- ✓ Walk 1,000 more steps
- ✓ Drink 500ml more water
- ✓ Go to bed 15 minutes earlier
- ✓ Prep meals 1 day in advance



MOTIVATION KILLERS

- ✗ **Waiting for Motivation** Motivation comes after you start.
- ✗ **Perfectionism** Perfection doesn't exist. Progress does.
- ✗ **Comparing Yourself** Compare to your old self only.
- ✗ **All or Nothing Thinking** Missed one meal ≠ ruined day.
- ✗ **Instant Gratification** Short-term pleasure kills long-term goals.
- ✗ **Negative Self Talk** Your words shape your reality.

BUILD A WINNER'S MINDSET

- ✗ **Focus on what you can control** Your actions, food, training, attitude.
- ✗ **Embrace discomfort** Growth lives outside your comfort zone.
- ✓ **See obstacles as opportunities** Every challenge builds a stronger you.
- ✗ **Be solution focused** Don't complain. Find a fix.
- ✗ **Stay patient and trust the process** The best results take time.
- ✓ **Own your identity** "I am someone who is fit, healthy and disciplined."

MENTAL STRATEGIES THAT WORK

VISUALIZE YOUR END STATE



See yourself lean, strong, confident. Feel it. Believe it. Chase that version of you.

FOCUS ON THE WHY



Write down your reasons. Every time you want to quit, read your why.

CONTROL YOUR ENVIRONMENT



Remove junk food, limit distractions, follow people who inspire you.

PLAN FOR TOUGH DAYS



You will have bad days. Plan your actions in advance so your emotions don't win.

RESET, DON'T QUIT



Slip ups happen. Reset immediately. One good day can change everything.

**"DISCIPLINE TODAY
FREEDOM TOMORROW"**



DAILY MINDSET ROUTINE (10 MINUTES)

- 1. MORNING FOCUS** (2 min)
Set your intention for the day. Visualize success.
- 2. GRATITUDE** (2 min)
Write down 3 things you're grateful for.
- 3. AFFIRMATIONS** (2 min)
Speak positivity into your life.
- 4. PLAN YOUR DAY** (2 min)
Write down your top 3 priorities.
- 5. ACTION** (2 min)
Take the first step immediately.

THE 5 RULES OF A STRONG MINDSET

- 1** Control your thoughts
- 2** Focus on progress, not perfection
- 3** Do the hard things first
- 4** Stay consistent every day
- 5** Never give up on yourself

YOU ARE STRONGER THAN YOUR EXCUSES

POWERFUL AFFIRMATIONS (SAY DAILY)

- ✓ "I am becoming the best version of myself."
- ✓ "I choose discipline over motivation."
- ✓ "I trust the process and enjoy the journey."
- ✓ "Every day, I get stronger, fitter, and healthier."
- ✓ "I control my actions, not my emotions."
- ✓ "I am capable of achieving my goals."
- ✓ "I don't need to be perfect, I need to be consistent."

WHAT TO DO WHEN YOU FEEL LIKE QUITTING

- Take a deep breath
- Remember your why
- Look at your progress
- Take action (even small)
- Trust the process

**THE FEELING WILL PASS.
YOUR RESULTS WON'T.**

YOUR NEW IDENTITY (BECOME THIS PERSON)

OLD IDENTITY (LEAVING BEHIND)

- ✗ I'll start tomorrow
- ✗ I don't have time
- ✗ I can't discipline myself
- ✗ I always fail
- ✗ I give up too easily



NEW IDENTITY (BECOMING)

- ✓ I start today
- ✓ I make time for my goals
- ✓ I am disciplined
- ✓ I learn and improve
- ✓ I never give up



SEE IT. BELIEVE IT. BECOME IT.
Your identity creates your destiny.



Think Right



Act Daily



Build Habits



Get Results



The mind is everything. What you think, you become."

— BUDDHA



ONE DAY OR DAY ONE.
YOU DECIDE.
Make today count.

NEXT UP:
RECOVERY & SLEEP OPTIMIZATION
(Page 13)



TROUBLESHOOTING COMMON STALLS

HIT A PLATEAU? DON'T PANIC. ADJUST. EXECUTE. KEEP GOING.

Fat loss isn't always linear. When progress slows or stalls, use this guide to identify the issue and fix it fast. Small tweaks = big results.



THE TRUTH

Stalls are normal. Quitting is optional. The people who get results aren't the ones who never stall—they're the ones who know how to adapt.

ADAPT. ADJUST. OVERCOME. THAT'S HOW YOU WIN.

COMMON STALLS: WHY IT HAPPENS & HOW TO FIX IT

1. NOT IN A CALORIE DEFICIT	2. NOT ENOUGH PROTEIN	3. NOT LIFTING HEAVY	4. NOT ENOUGH NEAT	5. POOR SLEEP & STRESS	6. IMPATIENCE & INCONSISTENCY
SIGNS: - Weight not moving - Inches not changing - Always hungry	SIGNS: - Losing weight but no muscle - Always hungry - Low energy	SIGNS: - No strength gains - Skinny fat look - Stubborn body fat	SIGNS: - Low daily steps - Long periods sitting - Slow progress	SIGNS: - Tired all the time - High cravings - Weight won't budge	SIGNS: - Start strong, then fall off - Miss workouts/meals - Expect fast results
FIX IT: - Track your food honestly - Reduce daily calories by 150–250 - Eliminate calorie creep (liquids, snacks, bites) - Reassess portions	FIX IT: - Hit 0.7–1g protein per lb of body weight - Spread protein across 3–5 meals - Focus on whole food sources	FIX IT: - Follow a proven strength program - Progressive overload every week - Lift heavy (6–12 reps in most sets)	FIX IT: - Get 8k–12k steps daily - Stand more. Move more. - Take walking breaks - Park farther. Take stairs	FIX IT: - Sleep 7–9 hours - Manage stress (meditation, breathwork) - Limit late-night screens - Create a bedtime routine	FIX IT: - Be consistent, not perfect - Focus on daily habits - Think long-term - Progress > Perfection

★ **STILL STALLED AFTER ADJUSTMENTS?** Reassess your plan completely. Drop calories slightly. Increase steps. Improve training intensity.

WHEN IN DOUBT, GO BACK TO THE BASICS. BASICS WORK. ALWAYS.

YOUR STALL-BREAKER ACTION PLAN



1. IDENTIFY

What changed? Track everything. Be honest with yourself.



2. ADJUST

Pick 1–2 areas to improve. Make a plan.



3. EXECUTE

Lock in for 7–14 days. No excuses.



4. EVALUATE

Check results. What's working? What's not?



5. REPEAT

Keep improving. Keep moving forward.

WHEN TO REASSESS



No weight loss for 2 weeks in a row.



No change in measurements for 3–4 weeks.



Strength not improving for 2+ weeks.



Energy is consistently low and motivation is gone.



If multiple areas feel off, step back and reset.



STAY FOCUSED ON WHAT YOU CAN CONTROL

- ✓ Your food choices
- ✓ Your workouts
- ✓ Your daily movement
- ✓ Your mindset
- ✓ Your consistency

SUCCESS ISN'T FINAL. FAILURE ISN'T FATAL. IT'S THE COURAGE TO CONTINUE THAT COUNTS. ”

— WINSTON CHURCHILL



REMEMBER: SMALL CHANGES = BIG IMPACT

- ✓ 100 extra calories burned per day = 10 lbs in a year
- ✓ 1,000 daily steps more = 2–3 lbs in a year
- ✓ Better sleep = better hormones = better fat loss
- ✓ Stronger workouts = better body = better confidence
- ✓ You don't need to be perfect. You need to persist.

KEEP GOING. GET RESULTS.

FREE BPF GUIDES



More free guides, checklists & tools:

[BPFVIRTUAL.COM/GUIDES](https://bpfvirtual.com/guides)

JOIN THE BPF COMMUNITY



Weekly challenges
Accountability
Motivation
Exclusive content
Real results



You don't have to do it alone. We've got your back.

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WORK WITH KEN (1-ON-1 COACHING)



- ✓ Personalized training and nutrition plans
- ✓ Weekly coaching
- ✓ Accountability & support
- ✓ Faster results
- ✓ Sustainable for life

Serious about results? Let's build your plan.

[BPFVIRTUAL.COM/COACHING](https://bpfvirtual.com/coaching)



“The only bad workout is the one you didn't do. The only lost battle is the one you quit.”

— KEN



KEEP SHOWING UP. DO THE WORK. GET THE RESULTS.

NEXT UP: MORE FREE GUIDES & TOOLS AT [BPFVIRTUAL.COM](https://bpfvirtual.com)



WHAT'S NEXT: KEEP GOING. GET RESULTS.

DAY 28 IS NOT THE END—IT'S THE START OF
YOUR NEW LIFESTYLE.

You've built momentum, proven to yourself that you can do this, and created habits that create results. Now it's time to decide how you'll move forward.



“

The work you put in over the last 28 days is an investment in yourself that will pay off for the rest of your life.

**KEEP GOING.
GET RESULTS.**

AFTER DAY 28 — YOUR NEXT THREE OPTIONS

1 REPEAT THE 28-DAY PROGRAM WITH ADDED LOAD



Keep the same structure, but level up the details. Small increases = big continued results.

- ✓ Add more weight or reps to your lifts
- ✓ Reduce rest times slightly
- ✓ Increase daily steps by 1,000–2,000
- ✓ Improve your nutrition quality
- ✓ Recommit to the process



THE GOAL:

Keep getting 1% better every day.

2 TRANSITION TO A 12-WEEK PERIODIZED PROGRAM



Take your results to the next level with a structured 12-week plan designed for continued muscle growth and fat loss.

- ✓ Periodized training (strength, hypertrophy, and conditioning phases)
- ✓ Progressive overload built in
- ✓ Advanced nutrition strategies
- ✓ Deloads for recovery and long-term progress
- ✓ Weekly check-ins and accountability



THE GOAL:

Build more muscle. Lose more fat. Sustain results long term.

3 APPLY FOR BPF VIRTUAL COACHING



Get 1-on-1 coaching, custom plans, and expert support to fast-track your results and break through plateaus.

- ✓ Personalized training and nutrition
- ✓ Weekly check-ins and adjustments
- ✓ Accountability and motivation
- ✓ Direct access to your coach
- ✓ Results-driven. No guesswork.



THE GOAL:

Work with a coach. Get your best results faster.

MAINTENANCE: KEEP LIFTING. KEEP PROTEIN HIGH. KEEP WINNING.



Your results are built on consistency. Maintenance is how you keep them.



KEEP LIFTING

- Lift 3–5x per week
- Focus on progressive overload
- Strength training keeps you strong, lean, and healthy for life



KEEP PROTEIN HIGH

- 0.7–1g protein per pound of bodyweight
- Prioritize whole food sources
- Protein protects muscle and keeps you full



STAY ACTIVE

- 8k–12k steps daily
- Move more throughout the day
- Activity = calorie burn, better mood, and better health



STAY CONSISTENT

- Follow the basics 80–90% of the time
- Be consistent, not perfect
- Small habits compounded daily create big results



MONITOR & ADJUST

- Track your progress
- Adjust calories, steps, and training as needed
- Data + action = continued progress



**YOU NOW HAVE THE TOOLS. YOU KNOW THE PROCESS. THE REST IS UP TO YOU.
KEEP SHOWING UP. KEEP DOING THE WORK. KEEP GETTING RESULTS.**

MORE FREE GUIDES & TOOLS



More guides, checklists & tools to help you reach your goals.

[BPFVIRTUAL.COM/GUIDES](https://bpfvirtual.com/guides)

JOIN THE BPF COMMUNITY



Weekly challenges
Accountability
Motivation
Exclusive content
Real results

You don't have to do it alone.
We're in this together.

[BPFVIRTUAL.COM/COMMUNITY](https://bpfvirtual.com/community)

WORK WITH KEN (1-ON-1 COACHING)



- ✓ Personalized training & nutrition
- ✓ Weekly check-ins
- ✓ Accountability & support
- ✓ Faster results
- ✓ Sustainable for life

Serious about results?
Let's build your plan.

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"Discipline today.
Freedom tomorrow."

— JOCKO WILLINK



**YOU'VE COME THIS FAR.
DON'T STOP NOW.
YOUR BEST IS AHEAD.**

NEXT UP:
CLOSING + MORE WAYS TO
GET SUPPORT (PAGE 15)



THE MOST IMPORTANT THING AFTER 28 DAYS? DON'T STOP HERE.

You've proven to yourself that you can do hard things. You've built momentum, created better habits, and seen results. That's something to be proud of.

Now your job is simple:

KEEP SHOWING UP.
KEEP DOING THE WORK.
KEEP BECOMING THE BEST VERSION OF YOU.



STAY FOCUSED

Distraction is everywhere. Your goals are what matter.



KEEP IMPROVING

Small daily improvements lead to massive long-term results.



TRUST THE PROCESS

Results come to those who stay consistent when it's not easy.



BE YOUR STANDARD

You are setting the tone for your life. Make it something you're proud of.

“

The only bad workout is the one you didn't do. The only lost battle is the one you quit.

YOU'VE COME THIS FAR.
DON'T STOP NOW.
YOUR BEST IS AHEAD.

MORE FREE GUIDES & TOOLS

Take your results to the next level with our free resources.



Know exactly how much protein to eat and how to hit it every day.



Done-for-you workouts to help you build muscle and burn fat.



Track calories the right way without driving yourself crazy.



Stock your kitchen with the right foods and make healthy eating easy.



DOWNLOAD ALL FREE GUIDES:
[BPFVIRTUAL.ORG/GUIDES](https://bpfvirtual.org/guides)

WORK WITH KEN DIRECTLY

Get 1-on-1 coaching and a custom plan built around your goals, schedule, and life.



PERSONALIZED TRAINING & NUTRITION

Custom plans built around your goals, experience, and lifestyle.



WEEKLY CHECK-INS

Regular check-ins to keep you accountable, adjust your plan, and keep you moving forward.



ACCOUNTABILITY & SUPPORT

You'll never do this alone. Get the support, motivation, and feedback you need.



FASTER RESULTS

Stop guessing. Follow a proven system designed to get you real, lasting results.



SUSTAINABLE FOR LIFE

Build habits and results that last long after the program is over.

LEARN MORE & APPLY:
[BPFVIRTUAL.ORG/COACHING](https://bpfvirtual.org/coaching)



YOU TOOK THE FIRST STEP. YOU FINISHED THE 28-DAY JUMPSTART.
NOW BUILD THE LIFE YOU KNOW YOU DESERVE.

Thank you for letting me be part of your journey.
Keep showing up. Keep doing the work. Keep getting results.

- Ken

