



WELCOME TO THE START OF THIS

YOUR FIRST 7 DAYS

Read this properly. It'll take you 2 minutes and it sets up everything.

This first week isn't about going all in. Not about being perfect, smashing yourself in the gym or overhauling your whole life by Friday. You've tried that version before. It's the one that works for 2 weeks then falls apart.

This week is quieter and far more powerful. It's about proving to yourself that you show up. Small actions, done daily. Each one a win, a bit of evidence stacking in your favour.

THE BODY CHANGES LATER. THE BELIEF STARTS NOW.



THE WEEK

WHAT YOU'RE BUILDING THIS WEEK



MOVE EVERY DAY

A walk counts. Getting out the door once is the win. Movement is the easiest habit to build and the one that quietly changes the most.



ANCHOR YOUR MEALS WITH PROTEIN

It keeps you full, keeps you satisfied, and stops you negotiating with yourself at 9pm. Get some into your meals and a lot of the hard work takes care of itself.



DRINK YOUR WATER

Most people walk around half empty and wonder why they're tired and snacky. Sort your hydration and your energy and cravings both improve.



GET YOUR VEG IN

Fibre, fullness, the stuff your body actually wants. Don't skip it.



PROTECT YOUR SLEEP

A tired brain makes worse decisions all day. Sleep is part of the plan. Protect it.



TAKE A DAILY MINDSET MOMENT

30 seconds. Because this was never just about your weight. It's about who you're becoming.



HOW IT WORKS

YOUR HABITS ARE IN THE APP

You'll see these as daily habits inside the app. Tick them off as you go. That's the whole job this week.

Don't chase anything fancy. Just hit the basics and watch the wins stack up.

MOVE EVERY DAY



ANCHOR YOUR MEALS WITH PROTEIN



DRINK YOUR WATER



GET YOUR VEG IN



PROTECT YOUR SLEEP



TAKE A DAILY MINDSET MOMENT





THE ONE RULE THAT MATTERS MOST

NEVER MISS TWICE.



MON



TUE



WED



THU



FRI



SAT



SUN

You will have an off day. Everyone does. That's just life. A missed day only becomes a problem if you let it turn into a missed week.

So if you slip, you don't start over, you don't punish yourself, you don't wait until Monday. The very next action is the one that counts. Get straight back on it.



WHAT'S COMING NEXT

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In the next 48 to 72 hours I'll get your full training programme and your personal targets set up for you, built around you specifically, not some generic template.

This week, you don't need any of that yet. You've got one job. Build the habits. Stack the wins. Show up.

LET'S GO.

MARK



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