FF30X
The 30 Day Fitness Kickstart For Men

Shred 15+ Pounds
Rebuild Lean Muscle
Get Healthy For Life

PROGRAM OVERVIEW
Hey man,

Welcome to the FF30x Program! I’m very glad you made the smart decision to get involved with this program. I honor and respect you deeply for your commitment to your body, family, and lifelong health.

Over the next 30-Days, you and I will be working together to implement some incredibly effective nutrition and exercise habits into your routine to kickstart your metabolism and rebuild lean muscle – which will ultimately enable you to lose more weight, feel more energetic, and (most importantly) take back complete control of your health for life.

Now, to recap the basic program layout, there are 3 key aspects the the FF30x Program.

Aspect #1: A simple & sustainable nutrition plan
Aspect #2: Highly effective & efficient metabolism-boosting exercise
Aspect #3: The full 30-day structure to keep you on track

The FF30X program is essentially the combination of those 3 key aspects into a simple to use DIY health system that you now have your hands on.

Now, to dive a bit deeper into the “nitty gritty” specifics...

In terms of Nutrition, you will start following our famous Fit Father “No Think” Fat Loss Meal Plan.

This meal plan is the culmination of over a decade of testing to distill down the most simple and sustainable eating structure that will enable you to enjoy food and lose weight – without calorie counting, weighting your food, or following a restrictive diet.
As a part of the FF30X, you now have full access to this meal plan, which is waiting for you to be downloaded in the member’s area. After reading the rest of this overview document, hop over into the member’s area, download the meal plan PDF, read it over, and get started on planning your healthy eating for the week.

Now, in terms of Aspect #2: Highly-Effective Exercise, you will be following a combination of our famous R8X Metabolism Ignition At-Home Workout AND the Fit Father “Big 5” Strength Workout.

Video training for both of these workouts are included with your FF30X program, and those videos are also waiting for you in the member’s area.

Also, make sure to read the specific FF30X Exercise Overview PDF that shows you exactly what to do with your workouts in written format – and provides you with the workout tracking templates.

Now, because I have not yet met you personally, I don’t know whether or not you have 1) access to a commercial gym 2) gym equipment at home. So, in designing the exercise aspect of your FF30X program, I included 2 different “workout schedule setups” – the first is best for you if you DO have access to a gym and the second is best for you if you will be exercising from home with minimal to no-equipment.

The big point is that not having equipment WILL NOT be an obstacle to you seeing serious results with your body and health over the next 30 days. I’ve got you 100% covered with the plan.

And finally, the exercise and nutrition included in this FF30X program is designed to work synergistically with each other. The more diligent you are with the nutrition – the better your results will be.
To reiterate a KEY CONCEPT for you: the proper nutrition drives 80% of your weight loss results. Your adherence to The Fit Father Meal Plan is MORE IMPORTANT than the workouts. Yes, the FF30X exercise sessions are important; however, you CANNOT “out-exercise” sloppy eating.

Now, enough talking. Let’s dive into your action steps to get started!
Your First Big FF30X Action Steps

Ok, so in the final few pages of this overview document, we're going to cover the specific action steps you're going to take over the next 24 hours for both your nutrition and exercise to get started.

For you, this next day is all about reading the program materials and getting ready to officially start your FF30X program.

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IMPORTANT: I’m having my team send you over an email that has a SPECIAL LINK to start the delivery of your 30-Day Bonus Training. This email is entitled “ACTION: Are you ready to start your FF30X Program?”

See, as a special surprise bonus for you, I put together 30 days of tips and motivation delivered straight to you every day via your email.

Now, because FF30X is a “do-it-yourself” style course and I’m not working with you 1-on-1 at this point, this bonus email training is automated via email. So, your email training will start for 30 days once you click the link in that email. Make sure you have everything prepped and ready before clicking that email link.

To Reiterate: ONLY CLICK THE ACTION LINK in that email when you’re officially ready to start your 30-Day program.

If you click the link before you are ready to start your program, my tech team will start delivering your content/training before you’re ready, and we don’t want that.

The power (and my intention for you) in creating this 30-Day Bonus Training is that it will keep you accountable to this program throughout the month. This will be THE FITNESS PROGRAM you finally succeed with.
Now, of course, if you would like a more hands-on experience with complete accountability and 1-on-1 support from me and my trainers, you can absolutely **upgrade to the FF30X Final Phase program** for a one-time payment of $147, which gives you the following benefits:

- The 60 and 90 expansion programs for the FF30X that shows you exactly what to do with your eating and exercise AFTER FF30X once we’ve built all this incredible momentum.

- When you upgrade to Final Phase, I’ll also give you access to a private group where you can ask ANY questions about your nutrition or exercise - and get personal, custom feedback throughout FF30X and beyond.

- You’ll have lifetime access to the private FF30X online mastermind group where you can check out more exclusive content we’re posting for you daily AND network with other high-level course members.

- You’ll also receive exclusive deals on our testosterone-boosting, muscle building, and energy-boosting mini courses.

If you would like to upgrade to FF30X Final Phase VIP status, email me at **anthony@fitfatherproject.com**, and we’ll talk if it’s a good fit for you.

Now, back to our business at hand...

On the next page, I’m going to lay out your nutrition action steps for the next 24 hours. Flip to the next page, and let’s get started.
Your First FF30X NUTRITION Action Steps

**ACTION STEP #1:** Download the *Fit Father “No Think” Meal Plan* inside the FF30X member’s area.

*This file can be accessed inside your FF30X Member's Area under the navigation header “Your Meal Plan.”*

**ACTION STEP #2:** Read the *Fit Father Meal Plan*, and pick the meal plan schedule setup you will be using for the next 30-days and beyond.

As you’ll see inside the *Fit Father Meal Plan*, there are 3 distinct “meal plan setups” for you to choose from. The idea is that you will pick the meal plan setup that works best with your schedule – whether you leave for work early in the morning, work from home, or need to buy lunch on the run. It’s vital that you pick the meal timing setup that works best with your schedule to stay fully accountable to the nutrition.

**ACTION STEP #3:** Pick the 1-2 breakfast recipes you’ll eat consistently.

*When it comes to nutrition, too much choice is the enemy of your success. You want to pick a small subset of meals that you enjoy eating on a regular basis, and have those meals consistently. The most successful FF30X course members (and myself included) have ONE SINGLE “go-to” breakfast recipe that we have nearly every single day. For me, it’s the “Fat Burn Shake #1.” For you, it may be a shake or one of the breakfast meat/egg recipes. The important part is that you identify the breakfast that you will be able to stay consistent with. Breakfast is all about routine. Dinner is where we can have more variety to our meals.*
**ACTION STEP #3:** Decide on 1-3 lunches you will eat consistently from the lunch section.

*Again, like breakfast, we want you to have a subset of healthy meals that you will enjoy regularly. With lunch, we can have a bit more variety than breakfast; however, it’s still ideal to keep a small subset of meals. For example, you may pick 1-2 of the Ezekiel bread sandwich recipes and 1-2 perfect plate lunch recipes to eat consistently. If you are buying lunches out at restaurants, make sure to reference the “On The Go Restaurant Guide” included in the middle of the Fit Father “No Think” Meal Plan.*

**ACTION STEP #4:** Decide on 1-3 dinners you will eat consistently.

*For dinner you will prioritize PROTEIN + VEGGIES. Dinner is where we have a bit more flexibility with the foods you are eating. If you have a family, you may be preparing/enjoying meals with your wife, kids, grandkids, etc. I laid out 7 great dinner recipes inside the Fit Father Meal Plan that will work perfectly for you and your family.*

*Not surprisingly, these recipes prioritize a lean protein plus a side of great veggies. You can use the meals included in the Fit Father “No Think” Meal Plan verbatim…*  

*OR you can absolutely make your own combinations as well. Reference this blog here for action steps of how to create “Perfect Dinner Plates.”*

*OK, that’s it for the big picture nutrition action steps, flip to the next page, and we’ll look at the overview of the FF30X workouts you’ll be performing.*
Your First FF30X WORKOUT Action Steps

**ACTION STEP #1:** Download the FF30X Workout Overview PDF in your online member’s area under the “FF30X Workouts” navigation tab. Read the full program overview to familiarize yourself with the workouts that you’ll be performing throughout the next 30 days.

**ACTION STEP #2:** Identify the 3-5 days during your week that you can and will commit to exercising each week.

*When it comes to exercise, it is VITALLY important that your workouts fit optimally with your schedule. So, right now, I want you to open up your calendar and decide which days & times you will commit to exercising.*

*Will you be exercising in the morning before work or in the evening after work? Make that decision now, and set 1 hour of time in each of these 3-5 exercise blocks.*

*If 1 hour seems like a lot of time, take a look at things this way...*

*You have 168 hours in your week. 5 of those hours spent investing in your health is just 2.97% of your weekly time.* YET, those 5 sessions will ignite your metabolism for the entire 168 hours enabling you to burn fat, build muscle, and enjoy lifelong permanent health.

*If you ask me, I can’t think of a better ROI on 5 hours in my week.*

*So, right now, identify the 3-5 days you will be exercising every week, and also identify the specific times you will be working out (morning or evening).*

*What obstacles will you need to overcome to get those sessions in? Will you need to wake up 30 minutes ahead of time? Will you need to pack a gym bag before you leave for work, so you’re ready for exercise at 5:30pm?*
Think strategically about your schedule. Commit to these sessions, and I can promise you will be absolutely shocked how rapidly your body will change with these highly effective workouts.

**ACTION STEP #3:** Open the FF30X Workout overview, review the progressive workout schedule on as it's laid out in the document week by week, and schedule your 30 days of workouts in accordance to the days and times you picked in Action Step #1.

Do not make the mistake of thinking that your workouts don’t need to be scheduled. If you haven’t done so already, I want you to lock down your 30-Days of workouts in advance in your calendar. Over the next month, there will be days you won’t feel like working out. That’s life. And if your sessions are not locked in your schedule, you will skip, you will lose momentum, and you’ll open yourself up to future slips. However, when you do adhere to the schedule you committed to – ESPECIALLY on the days you don’t feel like training – you will feel 100x better afterwards. Get your calendar out, and schedule in these sessions.

**Remember:** Schedule 1-hour time blocks 3-5 times per week for exercise.

During Week #1 on the FF30X program, you will be exercising 3x/week. During Week #2, we'll bump that to 4 times. During Weeks #3 & #4, we’ll cap out at 5 exercise sessions per week. The purpose of building up gradually is that we will be priming your body for greater fat burning overtime – while respecting the fact that we’re building a NEW exercise habit into your schedule.

**ACTION STEP #4:** Hop inside your FF30X member’s area, and watch The R8X Workout video to understand the structure of R8X Metabolism Ignition Workout and THEN print out the portable R8X workout guide that walks you through the workout.
The R8X workout is a metabolism increasing fat loss circuit that you can do at home with minimal equipment. The sessions may take you 45-60 minutes when you first start. Eventually, you can get the workout down to 35 minutes. You will be performing the R8X workout 1-3 times per week. See the full workout schedule broken down by each week on the coming pages.

**ACTION STEP #5:** Finally, watch the Big 5 Strength Workout video in your FF30X member’s area and print the Big 5 Workout template to take to the gym to log your weights and progress.

As you’ll see in the coming section where we actually break down the exact workouts you’ll be performing each week, if you do have access to weights at a commercial gym, you will be performing full body strength training IN ADDITION to the the R8X metabolism boosting workouts.

**IF** you do not have access to a barbell/commercial gym, you will NOT be performing the Big 5 Strength Workout. Instead, you’ll perform additional R8X workouts in lieu of these Big 5 strength sessions. Everything is explained in more depth in the FF30X Workout Overview PDF.

**And as always, if you have ANY QUESTIONS on how to implement this exercise and nutrition into your routine, post a comment in the FF30X Member’s Area OR email me at anthony@fitfatherproject.com.**

Again, if you would like to upgrade to FF30X Final Phase VIP status, send me an email at anthony@fitfatherproject.com, and we’ll talk if it’s a good fit for you.

I’m damn happy to have you in this program, brother. Take your first action steps today, and let’s get rolling!

Head Trainer, The Fit Father Project
P.S. Any questions? Shoot me an email: anthony@fitfatherproject.com