



THE
BUSY DAD
BOOTCAMP

Welcome

Busy dad, welcome to the 'Busy Dad Bootcamp', the 5 day fat burning, muscle building and confidence smashing programme, built and designed for busy dads like you. Lets face a harsh reality! As men we spend the majority of our day progressing our careers, looking after our families and managing our finances. By end of all this, there is little time or motivation to start taking care of ourselves and so Netflix with a beer and a packet of crisps becomes the week day norm.



ITS TIME TO CHANGE THIS!

The 'Busy Dad Bootcamp' is an intense 5 day programme arming the modern dad with everything he needs to get rid of the moobs and beer gut and replace with a stacked and lean body that is confident to go into battle everyday. You will learn to take onboard my mantra:

'You are a walking representation of your daily habits'.

In the Army we had a saying, 'Train Hard, Fight Easy'. But you are not going out on patrol in a combat zone, you are going out on patrol every single day in life. The 'Busy Dad Bootcamp' gives you the training and the tools to ensure you operate at your best both physically and mentally everyday and with a body your be proud to show of, your wife will be demanding you leave the lights on!

INTRODUCTION

Right now you are reading this because you have come to the conclusion that you want to create change in your life. Firstly, well done that alone is a huge step as it can take people years to come to terms with the realisation that they need to start looking after their health. I want you to realise that you are not to blame for neglecting yourself over the last few years. Life is tough as you battle everyday to be the best you can in all areas of your life, it is no wonder you have placed yourself at the bottom of your priority list up until this point. It is also important to understand that your commitment to your work and family life has had a huge positive impact in each of those areas so again well done. But the time has come now to start looking after you, as no one else is going to do this for you.



The 'Busy Dad Bootcamp' is a blue print to show you the daily habits you need to adopt in order to become lean, stacked, confident and the best version of you both physically and mentally. From this moment right now I want you to forget all the previous information you have been told from friends, family or even Instagram influencers. I need you to become a sponge over the next 5 days and absorb as much information as you can so that you can implement the best approach possible.

PRODUCT INDEX:

Before we begin the bootcamp it is important to get your kit squared away first. Below are brief descriptions of each of the products used within the bootcamp. Its important to understand why each is important and how they are going to help you. Take note of the products that need printing prior to the start of the bootcamp, it will be these products that you use the most.

1 The Ambition Board

I created the Ambition Board to give clients a place where they could clearly write down the objectives they would like to achieve over the next 12 months. Before you begin the 'Busy Dad Bootcamp' it would be important for you to do the same. Once your objectives have been written down then it is down to YOU to hold yourself accountable for completing the required tasks everyday to achieve them. The Ambition board is not exclusive to your health and fitness but can relate to anything you would like to achieve in all areas of your life over the next 12 months. (This will need printing off ready for day 1)



'Don't be afraid to be ambitious about your goals. Hard work never sleeps. Neither should your goals'.

Dwayne Johnson

2

The 'Building Body Confidence' ebook

This is where your educational journey really begins as you start to learn about the daily habits you will be adopting into your daily routine. The ebook contains the first section of my published book 'The Progress Tracker' which is available on Amazon. The ebook will teach you the daily habits you need to adopt in order to achieve sustainable results. You will learn how to:

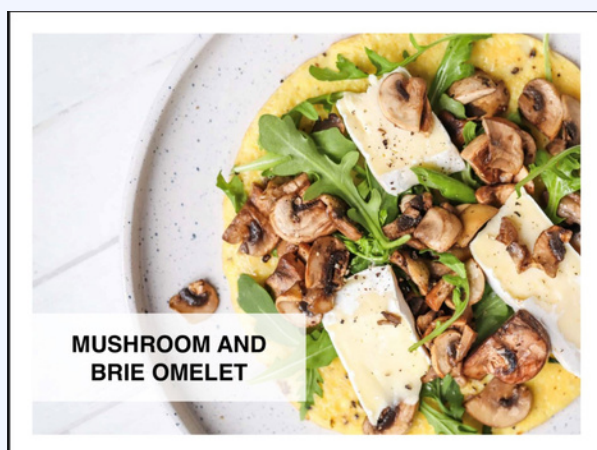
- ✓ Improve the quality of your diet to burn fat and build muscle.
- ✓ Understand how to structure your calorie and protein intake.
- ✓ Understand how different macros work within your body including protein, carbs and fats.
- ✓ Understand the importance of sleep and the effects of high stress upon the body.
- ✓ Hydrate your body to ensure you achieve optimal health and performance.
- ✓ Understand common supplements, have you been wasting your money?



3

The PUSHED FOR TIME RECIPE BOOK

Effective and sustainable diet management is by far the hardest daily habit to implement when it comes to reducing your body fat and improving your overall health. That said within this challenge is a strategy that I am confident you will find easy to complete, enjoyable and sustainable. Included within this strategy is my 'Pushed for Time' recipe book which is full of enjoyable, high protein meals which are easy to prepare. The book covers breakfasts, lunches, dinners, snacks and smoothies so I am sure there is a lot in there for you to enjoy. The recipe book will also help you stick to the nutritional guidelines included within this challenge with meals I know you are going to enjoy.



Full nutrition breakdown for each meal shown.

MUSHROOM AND BRIE OMELET

WHAT YOU NEED

- 1 clove garlic, minced
- 2 cups (200g) mushrooms
- 8 eggs
- 7 oz. (200g) brie cheese, sliced
- 4 oz. (120g) rocket
- 1 tbsp. olive oil
- salt and pepper

WHAT YOU NEED TO DO

Heat a large non-stick frying pan over high heat, greased with a little bit of oil. Slice the mushrooms and cook, stirring occasionally, for 5-7 minutes. Transfer to a bowl and set aside.

Heat a small non-stick frying pan over medium-high heat, greased with a small amount of oil. Whisk the eggs in a large pot with ¼ cup (60ml) cold water. Season well with salt and pepper.

Pour quarter of the eggs into the pan and cook the omelet. Top with a quarter of the earlier prepared mushrooms and quarter of the brie. Transfer onto a serving plate, top with a handful of rocket. Serve immediately.

Repeat this process with the remaining eggs, mushrooms, brie and rocket to make a further 4 omelets.

Serves: 4
Prep: 10 mins
Cook: 20 mins

Nutrition per serving:
 359 kcal
 27g Fats
 4g Carbs
 25g Protein

myfitnesspal.com

A barcode which allows you to scan the meal straight into 'My Fitness Pal' if you are calorie tracking.

Easy to follow recipe.

4

The Journal

The biggest excuse that men have for not taking care of themselves is, 'I haven't got time' and for many this would, on face value appear a genuine excuse as they struggle to balance work and family life. However most men who believe they do not have time have also never tried to find time. The Journal is also used to document your productivity for the day, it is a place to record your daily habits, your wins for the day as well as the amount of effort you put in towards achieving your objectives that day. So the Journal is split into 2 parts:

Part 1: This is to be completed in the morning and is used to assign a time to all the tasks you need to get completed that day. These tasks are within all aspects of your life including work, family and the challenge. It is important that you then complete each task at the assigned time.

Part 2: This is to be complete at the end of the day and will be where you document your daily habits for that day as well as your overall effort. This is all about accountability! Set your tasks for the day in part 1 and record your outcomes in part 2. If you get this right you will remain consistently on track and accountable for your actions everyday. Forget to complete it and I would be certain other areas of your life are taking priority. (This will need printing off ready for day 1)

DAY 01 Date: _____ Part 1.

Key objectives for today in order of most important.

- _____
- _____
- _____
- _____
- _____

Set a time to complete each task.

TIME	TASK
8:00	_____
9:00	_____
10:00	_____
11:00	_____
12:00	_____
13:00	_____
14:00	_____
15:00	_____
16:00	_____
17:00	_____
18:00	_____
19:00	_____
20:00	_____

Who is relying on you to perform at your best today?

- _____
- _____
- _____

What are you thankful for today?

- _____
- _____
- _____

Set a time for each important task to be completed that day.

DAY 01 Part 2. Daily Habits.

How was your diet today? 1 = Poor 10 = Perfect

1 2 3 4 5 6 7 8 9 10

Was your diet today following the rules explained within the introduction?
 YES NO

Daily Step Count: Target = 7.5k Actual Steps: _____

Hydration Level: Target = 2 ltrs Actual Hydration: _____

Did you go to the gym today?
 YES NO

How much effort did you put towards achieving your objectives today?
 1 = Little 10 = A lot.

1 2 3 4 5 6 7 8 9 10

What are today's wins?

- _____
- _____
- _____
- _____
- _____

What lessons did you learn today?

- _____
- _____
- _____
- _____
- _____

Review your daily habits for the day to make sure you are on track.

4

The Workout programme.

I need you to become as active as possible, this includes setting a daily step target as well as attending all 3 of the workouts included within this programme. The workout programme includes both a gym based and home based programme depending which is best for you. I have introduced this into the challenge as exercise is great for:

1. Increasing your strength, this includes muscular strength, cardiovascular strength as well as mental strength.
2. Exercise is going to help you build muscle and achieve the body I know you are so pump to achieve

REMEMBER EXERCISE DOES NOT REDUCE YOUR BODY FAT, THAT IS CONTROLLED BY YOUR DIET.

I have pitched the intensity level for this workout at a beginner/intermediate level so please adjust accordingly with regards to sets and reps. What is important when it comes to training you start becoming familiar with the different exercises, after all this 10 day challenge is not about achieving fast results, it's about setting new habits. There is also a home workout plan available for those who are not able to get to the gym. If you are not sure on the correct technique for a particular exercise, please scan the QR code provided for a full tutorial. (This will need printing off ready for day 1)

Scan the QR codes for a full exercise tutorial.



Session 1

INTRODUCTION

It is important that you work out the correct weight for each exercise, to do this start light and progress accordingly to find the correct weight for you. Ensure that all lifted weights are recorded in the white boxes, this ensures you are lifting the correct weight the following week, also allows you to monitor your progress each week.

Warm Up

Always ensure you complete a FULL warm up before you begin training.

Time	Intensity	Speed
5 minutes	Low	5-8 kph

Complete a FULL 90° Rotator Cuff warm twice on each shoulder as part of your warm up.

Main Session

Leg Press Machine

Sets	Reps	Weight Lifted	Rest
1	10-12		1 min
2	10-12		1 min
3	10-12		1 min
4	10-12		1 min

Please use this QR code for Leg Press Machine exercise tutorial. →



SCAN ME

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YOUR NEW REGIME!

Now your kit is squared away, its time to go through exactly what it is you are going to be doing over the next 5 days.

The following tasks are going to be completed everyday throughout the 5 day bootcamp. Remember the whole idea of this bootcamp is to change your daily habits so that they start working with you and not against you. I promise if you allow these daily tasks to become habit you will be UNRECOGNISABLE in a few weeks.

REMEMBER: Only you can be held accountable for completing these tasks.

Its YOU Vs WHO YOU WERE YESTERDAY.

Wake up everyday with the mindset to be better, stronger and more resilient than you were yesterday. That's called a winners mindset!

Here are all the tasks you will need to complete each day throughout the bootcamp:

1. Set a time to get out of bed each morning and stick to it.
2. Hydrate your body correctly.
3. Have a cold shower for a minimum of 60 seconds.
4. Manage your diet using the 'Bootcamp' strategy.
5. Hit your step target for the day.
6. Ensure you drink 2 litres of water minimum.
7. Complete a workout when scheduled to.
8. Complete your Journal for the day.
9. Spend 20 minutes reading through the 'Building Body Confidence' ebook.
10. Set a time to go to bed and stick to it.

YOUR NEW REGIME!

Task 1: Setting a time to get up in the morning and sticking to it.

This is vital to ensure you get into a good routine. I have no doubt you are not exactly laying in bed until midday, but giving yourself enough time in the morning to prepare yourself for the day is important. So work out what you need to do before you leave the house and ensure you have enough time to do this.



Task 2: Hydrate your body correctly.

This is one of my favourite morning habits. Here is the hydration drink you are going to make EVERY morning.

1. 1 pint of BOTTLED WATER in a pint glass.
2. Add a pinch of Himalayan Pink Salt.
3. Squeeze in the juice of a whole lemon.

ENJOY. I will explain why this is so important in your introduction video.

YOUR NEW REGIME!



Task 3: Have a cold shower

(as cold as you can for a minimum of 60 seconds).

This is by far the most enjoyable part of my day. Jumping in a cold shower will not only get rid of any feelings of anxiety and negative thinking. But you will leave feeling invincible! There are also LOTS of health benefits to cold exposure which I will explain in the introduction.

Task 4: Managing your diet using the 'Bootcamp' strategy.

This is by far the most important task in the whole 'bootcamp' as you win and lose by the food that you eat. The diet strategy used during the bootcamp is designed to achieve the following:

1. Control calorie intake.
2. Increase protein intake.
3. Balance blood sugar levels.
4. Increase vegetable intake.
5. Reduce the bodies acidity level.
6. Burn excess body fat.
7. Fuel muscle development.
8. Increase energy levels.
9. Increase cellular repair.
10. Increase energy levels.

ITS POWERFULL STUFF!

Check out the next page for the FULL 'Bootcamp' diet strategy and don't forget to use the recipe book provided with the 'Bootcamp' for meal ideas to ensure your diet is not boring.



YOUR NEW REGIME!

Here are your diet fundamentals.

1. With each meal fill half the plate with vegetables, even breakfast where spinach and kale work very well with eggs.
2. Include a good source of protein with each meal, around 25g of protein per meal would be good (that's 25g of protein not 25g in weight).
3. Reduce starchy carbohydrates. These include pasta, bread, potatoes and rice, a great where to manage these is to only have a fist sized amount on a plate with a meal.
4. Cut all alcohol for the duration of the challenge.
5. Try to limit high calorie, high fat foods as they tend to have a high energy density.
6. Implement a 'intermittent fasting' approach to food, this means you have a feeding window of 8 hours and a fasting window of 16 hours. Shortening your feeding window for the day is a great way to reduce daily calories and remain in control. A popular feeding window is 10am till 6pm, but you can also do 11am - 7pm or 12pm - 8pm.

Include as much as you like in your diet:

- Vegetables, these include all salad items, the more colour the better.
- Lean Proteins: Meat, fish, dairy. Beans, lentils, legumes.

Example meal plan:

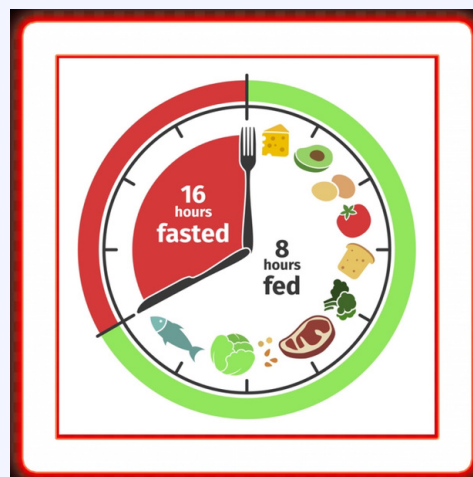
MEAL 1	MEAL 2	MEAL 3
3x eggs 1x Tin chopped tomatoes 1x tin of green lentils Handful of spinach	Grilled chicken breast with broccoli, cabbage, cherry tomatoes and black beans all shallow fried with garlic and chilli flakes.	Steak Kidney beans, lentils and spinach shallow fried with some chilli flakes. Asparagus Garlic mushroom's.

YOUR NEW REGIME!

Here's an example plate at meal times:



A typical intermittent feeding model:



Your feeding window for the day can change depending on your lifestyle it does not have to stick to 10am - 6pm. You can amend to start later or earlier if this suits you better. Within my 'Busy Dad Transformation programme' there are 3 different diet management options for you to choice from depending which is best for you. However, intermitant fasting is just one method and one I feel you will be able to stick to over the 5 day bootcamp. This will help you to not only regain control of your calories but also to improve the food you are eating.

YOUR NEW REGIME!

Task 5: Hit your step goal

The amount of steps you complete each day will vary, however setting yourself a challenging yet realistic target to hit each day is important. To keep yourself focused and motivated each day having daily targets is important. So here are some targets depending on your daily level of activity. You can set a more realistic target for you.

Desk job = 7500 per day
Active job = 12000 per day.



Task 6: Drink 2 litres of water per day minimum.

Water intake is one of the most common health habits that is over looked everyday. Ensuring your well hydrated is vital to over health, performance in the gym and cognitive function. Try NOT to get your daily water from the tap as tap water is full of chemicals and pollutants, aim for bottled water instead.



YOUR NEW REGIME!

Task 7: Complete your scheduled workout.

As part of the 'Busy Dad Bootcamp' there is a 3 session workout programme that needs to be completed. You have a choice between a home or gym based workout, depending on your preference and available time. With each exercise there is a QR code leading to a tutorial video so that you can be confident that you are performing each exercise safely and correctly. The programme has been designed to a beginner/intermediate level, however you can make this harder by increasing weight, number of reps or even both.



Task 8: Complete your Journal for the day.

The biggest excuse men have for NOT looking after themselves is 'I haven't got time'. I find this hard to believe because most who claim that also never try and find time. Your Journal comes in 2 parts:

Part 1: Complete in the morning.

This is where you are going to structure your day and allocate times to required jobs to ensure you fit everything in. You will also place yourself into a positive mindset and be fired up to kill the day!

Part 2: The days review.

This is where you review your performance over the day and write down all the daily habits you needed to track that day. This is all about accountability! No-one else is going to create change other than you, so its time to start blame circumstances and start holding yourself accountable.

YOUR NEW REGIME!

Task 9: Spend 20 minutes reading the 'Building Body Confidence ebook'.

If you want to create a sustainable results then understanding why you are making certain changes in your life is vital. This ebook will teach you everything you need to know to burn fat, build muscle and become the best version of you both physically and mentally.

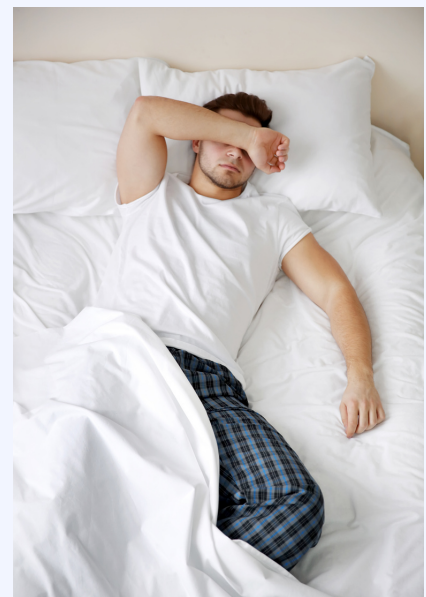


Task 10: Set a time to go to bed.

You last task of the day!

Having a time to go to bed is important. Not only does it mean you are increasing your length of sleep but also the quality. Once your body gets used to a fixed bed time then it will know to increase melatonin which will improve the overall quality of your sleep.

Simply put if you do NOT get enough sleep then your will be carrying over the fatigue and negativity into the next day and that is NOT productive. So stop chillin in front of Netflix and get your head down.



WHAT TO DO WHEN YOU HAVE FINISHED THE 'BUSY DAD BOOTCAMP'?

STEP 1: LEAVE A PROGRAMME REVIEW

and potentially win a place on my 90 day transformation programme.

Feedback is hugely important to me..

Drop me a review of the challenge within the community chat and you will be entered into a draw to win a FREE place on my 90 Day Transformation programme.

STEP 2: JOIN MY 'COACH JAMES' COMMUNITY - ITS FREE.

My 'Coach James Community' is my inner circle and where current and previous clients all come together to pick up further advice and tips on a daily basis. You will also have first choice on joining any of my coaching programmes as all have limited spaces available. Scan the QR code below to join:



Coach James

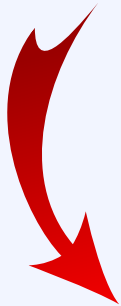
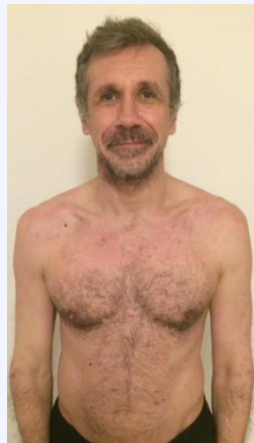


STEP 3: START THE 90 DAY 'BUSY DAD TRANSFORMATION'.

This is the next step for you to take....

What you have completed so far is great, but I know why you are here and that's to get **LEAN, STACKED** and **CONFIDENT** as quickly as possible!

This is exactly what you are going to achieve within my **'Busy Dad Transformation programme'**. Within this 90 day GROUP transformation programme you are going to further your knowledge and accelerate your results. By working together with other men of whom you have been completing the BOOTCAMP with, you are going to really build a physique and a mindset that will out perform the majority of other men. This is where you learn to operate at an optimal level and build a body you are proud of. The programme also kicks off in just a few days time.....



THANK YOU FOR TAKING PART IN THE BOOTCAMP.

**KIND REGARDS
COACH JAMES**