DAY ONE
FITNESS

DAYONEFITNESS · CLIENT GUIDE

YOUR HANDBOOK

The principles behind your training, nutrition and recovery. Simple, evidence-based and built to last.

DAYONEFITNESS

WELCOME

The journey starts on day one.

Well done for taking a positive step that has the potential to bring you real, lasting health benefits.

This isn't just about following a fitness plan. It's about self-awareness, a mindset of wanting to improve, and the commitment to understanding that consistency **will** bring results.

The relationship we have with ourselves is the most important one we will ever have. That isn't selfish. How we feel about ourselves shapes how much we get out of life, including what we have to offer others. Start with you, and the rest will follow.

> Forget perfection. Focus on building a solid foundation that grows as you find your flow.

For this to work, you need to let go of the idea of "perfection" and leave the ego at the door. It's about showing up even when you don't feel much is changing, when you're tired, unmotivated or just not in the mood. The small, conscious decisions you make each day will decide what you get out of this. That is the first test, and ultimately the deciding factor.

Throughout your programme I will keep reminding you of these fundamentals, because they matter. I want you to feel supported, confident and rewarded for your effort.

There is a lot of conflicting advice out there, and it can quickly become confusing. My goal is to keep it simple. The pages that follow cover the fundamentals of nutrition and training. If you have any questions along the way, just ask. I'm here to help.

Your coach
DAYONEFITNESS

THE FUNDAMENTALS

Two goals, one principle.

Most people start a programme wanting to lose fat, build muscle, or both. The principle behind each is straightforward. The challenge is applying it consistently.

LOSING WEIGHT

The one rule for weight loss is a **consistent calorie deficit**: taking in less energy than you use.

Calories are simply the energy your body needs to function and move. Understanding the relationship between the calories you eat and the energy you spend is the first step towards your goal.

GAINING MUSCLE

Increasing muscle mass is known as **hypertrophy**, and it is a primary goal of resistance training.

It requires fuelling your body to complement your training, especially with enough protein. Muscle growth takes time, persistence and long-term commitment, but with a good programme it is achievable for most people.

> Everything in this handbook comes back to the same idea: get the basics right, and do them consistently.

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PART ONE

01

NUTRITION

How to fuel your training without extreme rules: energy balance, the foods that support you, and how to track, or not.

NUTRITION

Truths & myths

Getting nutrition right often starts with letting go of a few common misconceptions:

MYTH "I enjoy food too much to stick to a diet."

MYTH "Certain foods, like carbs or fats, must be cut out completely to lose fat."

MYTH "Following a healthy meal plan guarantees fat loss."

These myths suggest that results depend on specific foods rather than on balancing the energy you take in with the energy you use. They also imply you need extreme restrictions, which you don't. Many fitness products push a one-size-fits-all approach, like cutting carbs or following rigid eating schedules. It's unsustainable.

Instead, the aim is a structure that leaves room for social occasions and the foods and drinks you enjoy. With some planning and a few basic principles, you can enjoy your favourite foods in sensible portions and still reach your goals.

MACRONUTRIENTS

Food is made up of three macronutrients, each providing a different amount of energy per gram:

4 kcal/g	4 kcal/g	9 kcal/g
PROTEIN	CARBOHYDRATE	FAT

This is why even "healthy" high-fat foods like avocado and nuts can lead to weight gain if you eat more than your body needs. Consistently taking in more calories than you use creates a surplus.

NUTRITION

The foundation: energy balance

Eat more than you burn and you gain weight. Eat less than you burn and you lose weight.

It isn't magic. It is a matter of balancing the energy you consume with the energy you use. In terms of body weight, **how much** you eat matters more than exactly **what** you eat. That's why the occasional treat, planned into your week, won't derail your progress, and can make a long-term approach far easier to stick to.

That doesn't mean food quality is irrelevant. What you eat still affects your health, energy, performance and how full you feel. The goal is to understand that quantity is the foundation, and quality is what you build on it.

WHAT A HEALTHY DIET LOOKS LIKE

A healthy diet is varied and meets your nutritional needs: plenty of fruit and vegetables, enough vitamins and minerals, and the right amount of energy for your goal, whether that's fat loss, muscle gain or general wellbeing.

COACH'S NOTE

THE GOLDEN RULE

At the fridge, in the supermarket, looking at a menu, or deciding on a second helping.

When you're about to make a choice, ask yourself:

What would the fit person I want to become, the one I've got in mind, do and choose right now?

BE HONEST WITH YOURSELF. THEN ANSWER.

PRIORITISE

Mostly whole, minimally processed foods. **Protein** for muscle and tissue repair. **Carbohydrates** for energy. **Fats** for energy, hormones and nutrient absorption.

REMEMBER

A "healthy" diet is one that gives you enough of what you need with a balanced approach. If you don't enjoy it, you won't sustain it, so enjoyment is a priority too.

NUTRITION

Fuel for thought

How you fuel your body determines how well it performs. These are some great foods to build into your week. Next time you do the food shop, look at what's in the basket and check it adds up to balanced nutrition that complements your training.

Oats COMPLEX CARB

Wholegrain rolled oats are high in fibre and release energy steadily through the morning. They also provide B vitamins, which support energy production. Have them with milk or water and add berries, Greek yoghurt or nuts, or try overnight oats.

Avocado HEALTHY FATS

Rich in monounsaturated fats, fibre and potassium, which support heart health and healthy cholesterol levels. Energy-dense, so keep an eye on portions. Very versatile, with plenty of recipes online.

Eggs PROTEIN

Great at any meal. A quality source of protein for muscle repair, plus healthy fats and zinc, which supports immune function, wound healing and many everyday processes in the body.

Beans FIBRE & PROTEIN

Butter, kidney or black beans are cheap and nutritious. Their fibre supports digestion and heart health, and they are very filling. If you like baked beans, choose low-sugar, low-salt options.

Bananas CARBS & POTASSIUM

An easy source of carbohydrate, great with oats or before training. A good source of potassium, an important electrolyte for muscle and nerve function.

Spinach & salmon OMEGA-3 & IRON

A strong combination: protein and omega-3 fats from salmon; iron, folate and other micronutrients from spinach. Together they support cardiovascular health and your training goals.

Sweet potato COMPLEX CARB

A source of vitamin A, vitamin C and fibre, providing steady energy and supporting digestion. Naturally low in fat. Mash, bake, make wedges, season and enjoy.

Almonds HEALTHY FATS

Their skins are rich in antioxidants, and regular almond consumption has been linked to improved cholesterol levels. They are calorie-dense, so a small handful a day is plenty.

Greek yoghurt PROTEIN

Can contain around twice the protein of regular yoghurt, helping you stay fuller for longer. Choose plain versions: flavoured ones can contain a lot of added sugar.

Lean mince or Quorn PROTEIN

Ideal for batch cooking: burgers, meatballs, bolognese, chilli. Lean beef mince provides protein, iron, zinc and B vitamins. Quorn is a meat-free option that is high in fibre and lower in saturated fat.

NUTRITION

Finding your numbers

Every successful fat-loss approach shares one thing: a calorie deficit. Here is how to estimate your daily energy needs.

1 **Find your Basal Metabolic Rate (BMR).** This is the energy your body uses at rest (Harris-Benedict equation):

MALE	66.47 + (13.75 × weight in kg) + (5.003 × height in cm) − (6.755 × age)
FEMALE	655.1 + (9.563 × weight in kg) + (1.850 × height in cm) − (4.676 × age)

2 **Multiply your BMR by your activity factor.** Do you spend most of the day at a desk, or is your routine more active?

Sedentary	Office job, little or no exercise	**× 1.2**
Lightly active	1–2 hours of moderate exercise per week	**× 1.375**
Moderately active	2–3 hours of moderate exercise per week	**× 1.55**
Very active	3–5 hours of moderate exercise per week	**× 1.725**
Super active	Physical job or constantly on the move	**× 1.9**

The result is your estimated daily maintenance calories. To lose fat, eat a little below it. Food-tracking apps make this easy: they add up your calories and macronutrients automatically, so you can see what you have left for the day.

HOW BIG A DEFICIT?

Start by tracking for a while, then aim for a deficit of around **200–400 kcal a day**. It's enough to make progress while keeping your energy for training.

DON'T FORGET PROTEIN

Aim for roughly **30–40% of your calories** from protein. It is the building block your body uses to repair and build muscle, and it helps keep you full.

Important: if you have, or have had, an eating disorder, or have any specific medical or dietary requirements, please don't track calories without support. Speak to your GP or a registered dietitian first.

NUTRITION

Tracking, and when you can't

TRACKING IS A PHASE, NOT FOREVER

There's a phase of your journey where careful tracking is useful. It teaches you what your daily and weekly intake really looks like. Once you reach your goal, you can ease off. By then you'll understand your intake well enough to adjust intuitively: feeling less lean, trim a little here and there; low on energy or losing too quickly, add a snack. If things drift, a week of tracking is usually enough to reset your baseline.

THE 250 METHOD

When tracking isn't practical, such as a meal out, a day away or a social occasion, estimate the calories in what you're eating and **round up to the nearest 250**. A small chocolate bar might be 150–200 kcal, so count it as 250.

Rounding up builds in a safety margin, so you stay within your target range without weighing everything. It is less precise than proper tracking, which is still recommended, especially while you are learning, but it is a practical tool for keeping control when life gets in the way.

> Track properly when you can. Estimate sensibly when you can't. Never stop paying attention.

OUTSOURCING YOUR NUTRITION

If time is your biggest barrier, consider a meal-prep service that delivers calorie-counted meals. It gives you varied, portion-controlled meals matched to your goals and frees up time in the kitchen. It can also help healthy eating become a habit rather than something that depends on motivation.

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PART TWO

02

TRAINING

How your programme is built, why it works, and the language you'll see in your sessions.

TRAINING

How we train

Functional training is at the heart of every DayOneFitness programme.

Functional training is built around fundamental movement patterns:

01	02	03	04	05
SQUAT	HINGE	PUSH	PULL	CARRY

We train these with a range of equipment: barbells, dumbbells, kettlebells and cardio machines. Training for performance gives you short-term targets to chase, which keeps you motivated and makes progress visible. Compound movements work several muscle groups at once, building strength and lean muscle and supporting fat loss efficiently.

CARDIO SUPPORTS YOUR GOALS

Cardio doesn't stop you building muscle. It complements strength training by improving cardiovascular health and recovery between sets and sessions. A fitter you can train harder, recover faster, and burn a little more energy along the way.

RECOVERY IS PART OF TRAINING

Think of your body as a battery: training drains it, and nutrition, rest and sleep recharge it. Progress happens when the two are balanced. If you add extra cardio, you may need to adjust your food intake to match.

STRUCTURE AND VARIETY

Consistency in the main lifts and rep ranges drives progressive overload and visible results. But not everyone wants a robotic, repetitive routine. Your programme balances both: consistent overload on the key lifts, with enough variety to keep training enjoyable week after week.

PLEASE READ

Disclaimer

NOT MEDICAL OR DIETETIC ADVICE

DayOneFitness coaches are not doctors or registered dietitians. The information in this handbook is general fitness and nutrition guidance only. It is not medical advice and is not intended to diagnose, treat, cure or prevent any condition, or to replace advice from your GP or another qualified health professional.

CHECK WITH A PROFESSIONAL FIRST

Consult your GP or a qualified health professional before changing your diet or starting any exercise programme, especially if you have an injury or medical condition, take medication, are pregnant or have recently given birth, or have not exercised for some time. Stop exercising and seek advice if you feel pain, dizziness, chest discomfort or unusual shortness of breath.

NUTRITION AND CALORIE GUIDANCE

Calorie and macronutrient figures in this handbook, including BMR calculations, activity factors and suggested deficits, are estimates for healthy adults and will not suit everyone. Individual needs vary. If you have, or have had, an eating disorder, diabetes, food allergies or intolerances, or any other medical or dietary requirement, do not follow this guidance without first speaking to your GP or a registered dietitian. Check food labels for allergens.

YOUR RESPONSIBILITY

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THEN ANSWER.