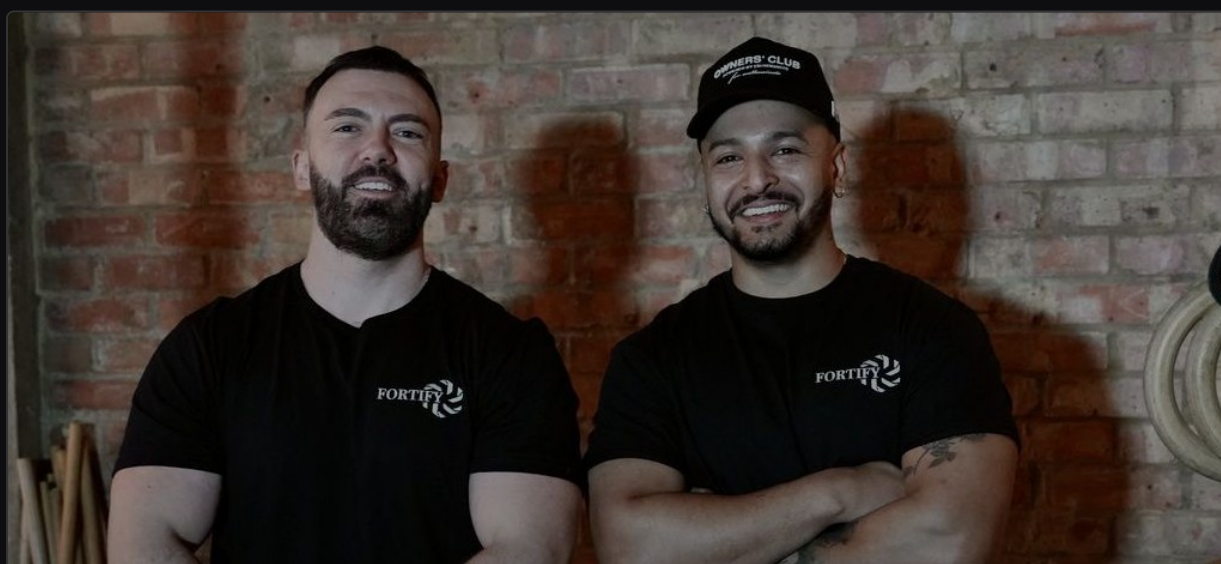


CLIENT GUIDE · FAT LOSS

THE SIMPLE FAT LOSS PLAN

How we set up *nutrition, training and recovery* for fat loss the Fortify way — simple enough to stick to, so it actually comes off and stays off. Five minutes, cover to cover.



Stephen Roland & Reece Williams

Founders, Fortify
20 years coaching · CHEK · Poliquin · Precision Nutrition

[FORTIFYFITNESS.CO.UK](https://fortifyfitness.co.uk)
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THE RECEIPTS

REAL RESULTS

REAL CLIENTS. REAL CHANGE.

No crash diets, no living in the gym — just the approach in this guide, applied consistently.

14 WEEKS



18 WEEKS



7 WEEKS



20 WEEKS



8 WEEKS



10 WEEKS



Real Fortify clients — built with the exact nutrition, training and recovery set-up you've just read.

YOU'RE NEXT →

THE APPROACH

HOW WE LOOK AT FAT LOSS

THREE LEVERS. DONE SIMPLY.

Fat loss isn't complicated — it's just rarely done in a way that fits a busy life. We pull three levers, keep each one simple, and shape them around your life.

01 NUTRITION

A protein-led way of eating in a gentle deficit, built on portions rather than spreadsheets — so it survives real weeks, meals out and late nights.

02 TRAINING

Two to three smart strength sessions, a couple of cardio sessions and daily steps. Enough to hold the muscle that keeps you lean and drive fat loss — without burning you out.

03 RECOVERY

We protect sleep and manage stress, because for busy people recovery — not harder training — is the single biggest lever on losing fat and keeping cravings down.

What makes it personal: we build the plan around your actual life — your work hours, stress, sleep, training history, old injuries, the food you actually enjoy, the meals out and the travel weeks — with your Whoop data as the week-to-week feedback loop. Same three levers, a completely different set-up for every client. Here's how each one works →

SET-UP 01

SIMPLE NUTRITION

BUILD THE PLATE, NOT A SPREADSHEET

You don't need to weigh every gram. Get these four moves right most of the time and fat loss takes care of itself.

01 Set your protein first

A palm of protein at every meal (roughly 1.6–2.2g per kg of bodyweight a day). It's the most filling, and it protects muscle while you lose fat.

02 Build every plate the same way

Use the hand-portion guide below — protein, veg, smart carbs and a little fat. Simple, repeatable, no app required.

03 Create a gentle deficit

Keep the structure and trim slightly — smaller carb and fat portions (or eat ~10–20% under maintenance if you track). Aim to lose around 0.5–1% of bodyweight a week. Slow is the point.

04 Lock the basics

2 litres of water a day, mostly whole foods — and watch the liquid calories, the stealth saboteur. Go 80/20: one off-plan meal never ruins a week, so just get back on at the next one.

PALM

Protein

1 palm per meal —
meat, fish, eggs, tofu

FIST

Veg

1–2 fists per meal — fill
half the plate

CUPPED

Carbs

1 cupped hand — more
around training

THUMB

Fats

1 thumb — oils, nuts,
cheese

When we build yours: the numbers above are just the starting point. We shape your meal plan around the foods you actually enjoy, the time you have to cook, the family dinners and the client meals out — then set your targets to your body and your goal, and adjust them week by week as your results come in. Nothing banned, nothing to escape from: a plan you can live on all the way to your goal.

SET-UP 02

SIMPLE TRAINING

LIFT, DO CARDIO, WALK EVERY DAY.

You don't need to live in the gym. A simple, repeatable week does the job — here's the template we start clients on.

Lift 2–3 times a week. Full-body, compound-led sessions — push, pull, squat, hinge, carry. Three to five exercises, two to three hard sets each is plenty — and progress gradually: add a rep or a little weight when a session feels easy. This holds the muscle that keeps you lean as the fat comes off.

Add two cardio sessions. Forty-five minutes twice a week lifts your weekly burn and conditioning — steady-state or intervals, whatever you enjoy and recover well from.

Let steps do the rest. A daily step target — 8,000–10,000 works for most — is the engine that burns fat without wrecking recovery, and it never takes a day off.

DAY WHAT TO DO

MON Strength — full body (push / pull / legs)

TUE Cardio — 45-minute session + steps

WED Strength — full body (hinge / squat focus)

THU Cardio — 45-minute session + steps

FRI Strength — full body (your weak point)

SAT Long walk or an activity you enjoy + steps

SUN Rest from training — keep your steps up, prep meals, prioritise sleep

Steps every day: your daily step target is the one constant — hit it on strength days, cardio days and rest days alike. There's never a day off from steps.

THE LEVER ALMOST **EVERYONE** IGNORES

You can nail food and training and still stall if you're run down. For a busy professional, this is where fat loss is won or lost.

- 01 Protect 7–9 hours, non-negotiable**
Sleep does more for fat loss, hunger and energy than any supplement — short nights raise cravings and cost you muscle. Treat it like a session.

- 02 Keep a consistent sleep window**
Same rough bed and wake time, every day. It steadies your hormones, your hunger — and your recovery scores.

- 03 Wind down properly**
Dim the lights, screens away, keep the last hour calm. It's the difference between light sleep and the deep, restorative kind.

- 04 Manage your stress load**
Chronic stress keeps your body in "hold on" mode and fat stubborn. Rest and downtime are part of the plan, not a break from it.

- 05 Watch late caffeine and alcohol**
Both quietly wreck sleep quality. Pull them back where you can and your recovery — and results — jump.

The point: training is the stimulus — recovery is where the results actually happen. When progress stalls, the answer is usually recover better, not train harder. Your recovery score tells you exactly when to push — that's on the next page →

THE SCOREBOARD

TRACK WHAT MATTERS

FOUR NUMBERS TO WATCH

Fat loss stops being a mystery when you watch the right numbers. These four tell you what's working, what's slipping, and which lever to pull next.

01 · WEEKLY WEIGHT MOVEMENT

IS IT ACTUALLY WORKING?

The outcome. Weigh daily, average the week, judge the week-on-week move — daily swings are water and noise, the weekly trend is the truth. A steady 0.5–1% down means it's working; flat for two weeks means something needs adjusting.

02 · CALORIES & MACROS

WHAT'S ACTUALLY GOING IN

The cause. Fat loss runs on the deficit — and most people underestimate their intake by 30% or more, which is why "eating well" so often stalls. Tracking closes that gap: calories set your rate of loss, protein decides whether you lose fat or muscle.

03 · DAILY EXPENDITURE

WHAT'S ACTUALLY GOING OUT

The hidden half. In a deficit your body quietly conserves — you fidget less, sit more, and your daily burn drops without you noticing. That's how plateaus happen. Tracking steps and calories out keeps the burn honest and defends your output.

04 · RECOVERY SCORE

HOW HARD CAN YOU PUSH?

The capacity check. Your Whoop's readout of how you're handling training, the deficit and life. Green — push. Yellow — steady. Red — steps and sleep. Chronically red means the plan is too aggressive for your week: adjust it, don't grit through it.

Why you need us in your corner: any one of these numbers can lie — together they tell the whole story. Weight stalled? It might be intake creep, a quiet slide in steps, or poor recovery holding water. Every week we read all four side by side and pull the right lever — food, output, training or rest — so the trend keeps moving. You track the numbers; we make them move.

A QUICK CHECK

IS THIS YOU?

SCORE YOURSELF IN 30 SECONDS

Now you've read the plan, tick every line that sounds like you. Be honest — it'll tell you whether Fortify is the right fit.

- ☐ You're **busy and time-poor** — long, complicated plans never survive a real week.
- ☐ You've **lost weight before and put it back on** — more than once.
- ☐ You feel **tired, stressed or under-recovered** more often than you'd like to admit.
- ☐ You **train but aren't seeing** the results the effort deserves.
- ☐ You want a **plan that adapts to you** — not another generic template.
- ☐ You'd happily **use your Whoop data** to train smarter, not harder.
- ☐ You're ready to **do less, recover more** and trust a proper process.

Ticked three or more? You're exactly who Fortify is built for — and the next page is your first step.

YOUR FIRST STEP

LET'S SET THIS UP TOGETHER

WANT THIS BUILT AROUND YOU?

You've got the plan. If you'd rather have your nutrition, training and recovery set up for *your* body, schedule and data — and kept on track week to week — here's how to start.

STEP ONE · THE BEST WAY TO START

BOOK YOUR FREE CONSULTATION

fortifyfitness.co.uk

Fill out the short booking form on our website and we'll set up a time to talk through your goals.

OR

PREFER INSTAGRAM?

DM us the word

FORTIFY

to **@fortifycoaching_** and we'll take it from there

READER BONUS

Book or DM now and we'll throw in a free Nutrition Audit — we'll personally review your current nutrition set-up and map out your first move, no charge.

One thing on availability: we take on a small number of 1-to-1 clients at a time so everyone gets real attention. When the spots are full, it's a waitlist — so if you're ready, now is the moment to message us.

No pressure, no hard sell. If we're not the right fit, we'll tell you straight.

