



BETTER BODY IN 12 WEEKS

WITH

Andrew Ford

PRODUCT DISCLAIMER

This ebook “Better Body in 12 Weeks with Andrew Ford” is written by Andrew Ford on behalf of BB12W Pty Ltd.

The ebook contains recommendations for general health improvement, aimed at a broad spectrum audience as specified in the introduction.

This ebook is to assist people within the specified market progress towards their health and fitness goals. The information, recommendations and guidelines provided in this ebook are not intended as medical advice or to replace medical advice given by a doctor or other healthcare professional. In the case of illness or other medical condition, a doctor or healthcare professional should be consulted prior to following any of the information contained within the ebook.

The ebook promotes a healthy body image, not extreme training regimes.

BB12W, and its officers, employees, contractors and agents, give no warranty and make no representation that the information, recommendations and guidelines contained in this Ebook are suitable for any purpose or are free from error and they accept no

responsibility for any person acting or relying upon the information, recommendations and guidelines contained in this ebook, and disclaim all liability for any loss, damage, cost or expense incurred by reason or any person using or relying on the information, recommendations and guidelines or by reason or any error, omission, defect or misstatement contained in such information, recommendation and guidelines.

No part of this ebook may in any form or by any electronic, mechanical, photocopying, recording, or any other means be reproduced, stored in a retrieval system or be broadcast, sold or transmitted without the prior permission of BB12W Pty Ltd.

This ebook is interactive, allowing you to record your journey and take notes directly in the pdf. This ebook will work best on computer and laptops. To use this feature on mobile platforms, like ipad and/or smart phones, you will need to download a pdf editor app, which you can download from your app store.

© 2016 BB12W Pty Ltd

WELCOME MESSAGE FROM ANDREW FORD



Hi there! Thank you again for choosing me to be your coach! I'm super excited to be with you on this special journey to help you get you a better body in 12 Weeks! But first, let me tell you a bit more about myself!



ABOUT YOUR COACH



Andrew Ford is a dad of two young boys, CEO of personal brand agency Social Star and weekend sports warrior.

Andrew Ford is known as 'the e-ttractionist' – an online marketing specialist who helps people develop their online brands to attract more opportunities. He is a published author, keynote speaker, blogger, University lecturer, business consultant and entrepreneur.

Apart from running a successful consulting business, Andrew is a single dad of two young boys, aged 10 and 5. He prides himself on keeping fit to maximise his business performance, set a good example for his boys and be able to keep up with their sporting passions.

Andrew began his sporting career in an unusual way. He was raised by a single mother with hippy ideals – something that exposed him to a diverse variety of ideas and lifestyles. Vegetarianism, growing your own food, yoga, eastern philosophy, and alternative medicine were all part of his childhood experience. This

might be hipster cool now, but growing up in suburban Melbourne in the 1980's, this was quite unique.

Andrew wasn't allowed to compete in traditional sports like football and cricket and instead, he expressed his sporting ability in martial arts. Studying Judo, attaining a black belt in Karate and full contact Maui Thai honed his training and commitment to fitness.

As an adult, once the hours of corporate work and part-time study cut his training time, Andrew gravitated towards solo sports such as running, gym, swimming and cycling. Several triathlons followed, as did a string of fun competitions, including the Pier to Pub swim in Lorne (the largest open water swim in the world), which he has completed 15 times. There have also been numerous bike events, running races and multi-discipline events, such as Spartan and Tough Mudder.

Andrew is always looking for a new sporting challenge to keep his training program fresh and his motivation high. He recently committed to run 45 kilometres in the Great Ocean Road marathon in 2016.

Andrew is not an Olympic athlete. But what he has achieved is sustained health, fitness and wellbeing over a 25 year period – all while raising two boys, studying three degrees and launching his own business. His latest fitness test classifies him as an 'athlete' level body composition and fitness – an achievement he is proud to say has been attained while still enjoying some of the 'finer' things in life.

If you want to get some practical tips on having a life AND maintaining your health without going overboard, try Andrew's program.

For more information on Andrew, visit his blog www.andrewford.com.au

ABOUT THE SPORTS DIETITIAN



Lisa Middleton is one of Australia's most experienced Sports Dietitians. After 15 years spent advising some of the nation's most elite athletes, Lisa is an expert on reaching optimum levels of performance in sport.

Lisa has an unparalleled history of working with teams at the top of their game. In her role as Sports Dietitian, Lisa advised the Essendon, Hawthorn and St Kilda AFL Football clubs, Melbourne Vixens Netball, Melbourne Storm Rugby League and Melbourne Victory Football clubs throughout grand final and premiership years. Lisa currently consults to Melbourne United Basketball Club and Boroondara Netball Club.

As the author of *Eat For Your Life* and a guest dietitian at SEN sports radio in Melbourne, Lisa also provides regular media comments and contributions for industry magazines, including *Runners' World* and *Men's Health*, mainstream newspapers including *The Age* and *Herald Sun*, as well as television news and current affair programs.

Lisa is an experienced speaker and lecturer and her engaging and anecdotal style is in high demand. She also brings with her a personal history in competitive sport and is a university-qualified personal trainer.

With an extensive nutrition background and qualifications, including a Bachelor of Applied Science in Human Movement, a Masters degree in Nutrition and Dietetics, a Graduate Certificate of Sports Nutrition and Certificate IV in Fitness, Lisa currently lectures at Victoria University, has lectured at Deakin University for five years and is the past President of Sports Dietitians Australia.

Her passion for all aspects of nutrition and health is obvious and Lisa is on a mission to share her message with as many individuals and sports teams as possible - through speaking engagements, media commentary and private consultation.

For more information about Lisa, please visit her website www.lisamiddleton.com.au/

ABOUT THE PERSONAL TRAINER



Justin Moran has been a Personal Trainer and Personal Training Manager for close to 20 years. He is the manager of Just In Time Personal Training which is fast becoming a premium and boutique mobile Personal Training company in Melbourne and currently boasts a team of the best hand-picked Personal Trainers around him. His team deliver the best mobile Personal Training service in Melbourne with respect to clients achieving long-term behaviour change, lifestyle balance and achieving results and will be regarded as delivering the best quality Personal Training service in Melbourne within the next 2-3 years if they are not already.

For fifteen years before starting Just In Time Personal Training on October 1, 2012, Justin was the Personal Training Operations Manager of a nation-wide Workplace Health and Personal Training company called Health by Design. This was the same place in which he worked with Lisa Middleton – our Sport Dietitian for a number of years and the two also underwent their respective University degrees – a friendship span of now over 20 years.

In 1997 Justin completed a four year full-time degree, achieving a Bachelor of Applied Science in Human Movement and a Bachelor of Teaching from Deakin University. Justin's tertiary qualifications combined with closing in on 20 years hands-on experience put him in a select group of elite personal trainers with such high levels of industry expertise, qualifications and experience. Likewise his team have and always will have completed a similar University/Tertiary degree. Just In Time Personal Training are the only Personal Training business that stands by this claim in Melbourne.

Justin is a husband and father to three young children (Madeline, Tyler and Beau) and thoroughly understands the time constraints and demands of a busy life. He has an unrivalled passion and determination to get the best results from his clients. By creating a safe, fun and friendly atmosphere, his aim is to help people achieve their health, fitness, posture, mental well-being and lifestyle balance goals, believing behaviour change, education, awareness and teaching are the keys to success!

Justin has worked as a personal trainer, manager, consultant and leader, coached senior football teams and provided fitness training, health and lifestyle balance services for countless clients. Many of his original clients still train with him today. Being part of their success stories has given him a significant sense of achievement and motivates him to continue to help others achieve their best outcomes. Working closely with individuals on their health and fitness journey has helped Justin learn a lot about people, their lifestyle goals, aspirations, motivations, frustrations, barriers, failures and triumphs. He aspires to continue to help others to become the best they can be.

PREFACE



Welcome! Thank you for joining my program. My goal is to give you some super practical tips to help you get your best body back. Because I'm a realist, I know that many of us like an occasional drink

and also eat the occasional burger. I also know that, once in a while, we have a day on the couch. In fact, I encourage this!

That said, we also need to build regular exercise and some healthy eating habits into our daily lives to ensure we have a healthy body that helps us perform at our best. It's all about balance.

With all that in mind, my program is designed to help you create the best program for you - taking into account your values, lifestyle and habits. In other words, I am not trying to change you - but I believe that, by providing you with some pointers to add to your daily routine, you can help yourself live a healthier and happier life.

Let's be honest, right from the get-go. I like to drink alcohol. I don't necessarily recommend it to others, but I enjoy a glass of wine with dinner most nights and a few beers on the weekend. I believe this balances the pressures and stresses of my job and life and if it works for the French it can work for me! Joie de vivre!

I also eat basically everything. All meats, burgers, pizza, pasta, carbs, chocolate, ice-cream, plus all the good stuff (grains, fruits and vegetables). If I want to eat something, I do, which has been referred to as the 'see-food' diet. If I see it, I eat it! You can probably relate.

The difference between the way I eat and others is that I listen to my body. I believe that my body tells me what I need and if it wants high-calorie food like a chicken parma with chips and a beer, then I have one. But I also listen when it wants salad, fruit and water.

I believe that, if you don't allow yourself to break out and eat fun foods, then any changes to your lifestyle will be temporary. You will not stick to something that isn't aligned with what you want, no matter how important you think it is for you. This is why only about 2% of diets work long-term - because we are trying to work against ourselves rather than with ourselves.

It comes down to what your goals are and what we are prepared to do in order to achieve these goals.

If you want to lose weight, it's about less food in and more exercise out - it's a pretty simple equation and sometimes we over-complicate it. A lot of the time, we don't want to face the simple reality of the hard work and, instead, we look for a magic cure. I don't believe there is one, particularly one that is sustainable over your lifetime without side-effects. The reality to sustainable, healthy living? Eat a balanced diet and exercise FOREVER! This is a twelve-week program to get your better body but it's not designed to stop when the 12 weeks ends. Instead, think of it as a kick-start to healthier habits that can incorporate into your everyday life - and keep on living. If anyone tries to sell you the effective value of anything else - I would remind you to be honest and realistic. Truly healthy living isn't about quick fixes and short-cuts - but it shouldn't have to be about deprivation either.

There have been times I have put on a few extra kilograms, particularly during times of high stress or heavy work commitments. I know when I am not feeling my best and I make sure that, after those intense periods, I focus back on my health. It's not rocket science, it's just common sense - but unfortunately that isn't as common as we need.

I know that by following my program over the full 12 weeks, you will incorporate some small changes to your lifestyle that will benefit you - not just for 3 months but your entire life. The secret to genuine success? Remember that it's your life and it's your choice to do what you do. Don't change it for others - do it for you.

It's the small things we do that make the difference and by doing regular, ongoing programs, you will pick up different tips from each workout.



PREFACE

BB12W OVERVIEW

The program you are about to take on is based on my regular work-out, diet and lifestyle. It's what I really do but not necessarily what you should do. My aim is for you to learn some useful tips to add to your knowledge and lifestyle over the 12 weeks you're an active part of the program. If you do follow my program you will have a Better Body in 12 Weeks. However, my aim is to give you some guidance on a better body for life. Use my tips and apply them to your own lifestyle. Most of all, enjoy the program! Before we dive into the program, I wanted to frame why I am writing this and how you should use it. This program isn't the super strict one that you would see on other more advanced training programs. I'm a believer in an exercise program that is built around my life - not a life that is built around my exercise. Sure, I could lose a kilo or two, but I'm happy and healthy. I work, I have kids, I like to go out and enjoy myself - but I also like to keep fit and healthy. Why? Well, that's the most important part.

WHY HEALTH?

Understanding your 'why' is essential to this program. Why did you sign up for this? You must have had a reason. If you're not sure what yours is, I encourage you to ask yourself more deeply why you want to get fit and have a better body. Is it to attract a partner? Is it for your kids, your work, and your self-esteem? Dig deeper by asking the question a few times and really focus on what is at the bottom of your motivation. It is likely to be a big thing in your past that is a focus of your life. This is called your 'Why'. It is the essence of your motivation and, if you can clearly understand and articulate what it is, the answer will give you the power to succeed.

My own 'why' is a bit personal, so permission to share some of my background, as I think it is necessary to really understand my motivation. My 'why' started the day I was born. That's the day my dad left. I don't mean left to go to work or the shops - he never came back. I don't really know his reasons - there are many different explanations, depending on who you ask. But it doesn't really matter. What mattered to me is that I grew up feeling not quite normal, like something was missing.

The difference this had on my life was profound. To understand this impact, take a moment and visualize

your father now. What he looks like, smells, feels, and sounds like. Imagine all the experiences you have had together and how different life would be if you never had any of those. Well, that was my everyday. The worst was Father's Day.

It also left me without much of a model to follow of how to be a dad. So when my own children arrived, I was unprepared. To be honest, I was a bit freaked out. But I figured I could choose one of two paths: To follow the model I was given of the absent dad and repeat the pattern.

Or reverse the trend and be the best dad I can be. I chose the latter. That means being very present with my boys and doing things with them actively - climbing trees, kicking the footy, being the boundary umpire, wrestling, skiing, hiking, swimming and all the other fun dad things we do together. And that requires me to keep fit. I want to be able to keep up with their activities, not sit on the sidelines.

Therefore, my 'why' is to keep fit to be the best dad I can be. If I ever get off track or lose motivation, knowing my 'why' helps me to get back in the game. It inspires me. Now Father's Day is the best day of the year and I feel blessed to have the life I lead. I want to be here to see them grow up, so I better take care of myself now.

For us over-40 year old guys, this is the decade that means a lot. If we give up the fitness and health, it's so hard to get back in your 50's. So find your 'why', write it down and use it to inspire you to keep to the program not just for 12 weeks - but for life.

HOW WE LEARN HEALTH

Something to consider with doing this program is the effect it can have on others. We all learn by modeling others so your decision to start this program will have ramifications for your kids, your siblings, friends, people at work and more. We know now that kids learn by watching what you do, rather than what you say.

My mum was super health-conscious from a food and exercise perspective. She grew her own veggies, made her own bread and ice-cream, was vegetarian before it was hipster cool and didn't allow soft drinks. She was a yoga teacher and loved relaxing walks. That was her form of health. Today, I follow a lot of these habits but with my own style to suit my life.

PREFACE

I eat meat and enjoy a few unhealthy meals but overall I am quite health-conscious in my diet. There are always veggies and fruit in my meals. I do regular exercise, but more action-oriented, compared to my mum's preferred yoga and walking.

My other role-model was my older brother. I grew up watching him train with my uncle and cousin, competing in high-level sport. I followed my brother around like a puppy dog and observed everything he did (when he let me). He was seven years older so I put him on a pedestal, but being more physically advanced than I was, I copied what I could. When he did chin-ups in the garage, I would try. When he went to the gym in the morning, so would I.

My kids are no different. They see me get up in the morning to run, they want to do push-ups and chin-ups like Dad and beat me in the swimming races. They eat what I eat and see what activities I do. You can't hide anything from them, so it's super important to teach them good habits. Sure, I let them have sugar and dessert at times but I also teach them about what's in their food and give them the education they need to help them make smart, healthy choices. I am setting an example for them about how they treat their health, and that will be a powerful influence their whole lives.

HEALTH HISTORY

Since I was a teenager, I have worked out regularly. I remember the day I decided to get fit after letting myself go pretty badly. I was 19, working as a builder's labourer and delivering pizzas, which meant unlimited supplies of Coke and salami pizza, drinking every night and partying. Being teenage guys, we thought food and exercise didn't count and that we would be bullet-proof forever. It does count and I put on about 10kg. My girlfriend dumped me, I lost my job and I decided to sort myself out.

First, I started martial arts again. My first experience was in school where we had a Judo club. Karate was my main flavour but I experimented with Muay Thai, boxing, weapons and more. It was great for my fitness and mental discipline. I worked really hard to become proficient. I ate well, ran for fitness, focused on weights for strength, as well as the three to four karate sessions a week. It didn't take long to become very, very fit.

Then a strange thing happened. Girls were more attracted to me, I felt stronger and clearer. I stated to be more motivated at my new job and basically turned it all around.

During all these ups and downs, my health has been excellent. I have maintained about the same waist size and weight as when I was a in my early 20s. I am rarely ill and have plenty of energy to do the things that are important to me, which now means playing with the kids.

MEASUREMENT

Over time, my weight and fitness has gone up and down as my life changed. I have been super fit and other times less fit. I have been heavy and then lighter. That is a normal part of life. As your priorities change due to work, study, children or circumstances, your body will change too. All the while, I have managed to maintain my blood pressure and other important health measures. My goal has always been to have a long, healthy life - not just for summer.

I want this for you too, but everyone is different and measures health differently. Whatever your focus is, make sure you have a measure. For some people, it is how they look in the mirror, for others, it's the scales or how your clothes feel. For me, it is a combination of my energy and ability to do things and how my clothes fit. I don't tend to worry about scales, as I know muscle weighs more than fat. My weight fluctuates depending on the exercise program I am currently on. I could be 82kg or 72kg but with no more fat percentage - it's important to remember that the scales don't tell you the whole story.

I also don't get caught up in short cycles of eating and exercise, I'm more interested in the long-term. A great way to set a baseline of where you are now is to go to your local gym and do a fitness assessment.

On a recent fitness assessment at my gym, my report came back as 'Athlete'. This was surprising, as I'm hardly an athlete. In fact, I felt a little heavy, as my clothes were getting tight and my energy wasn't what it has been. The scales said I was 83kg - up from 76kg a few years before - and the worst part was my 10-year old son was beating me at running!

Importantly, the fitness assessment provides facts, not conjecture. It said that, although I had put on 7kg of weight, it was mostly muscle and, in fact, my fat percentage was lower than my previous test three years before. Yes I had more fat, but relatively less due to the extra muscle I put on. More importantly, my blood pressure and resting heart rate were solid.

PREFACE

Here are my results:

Body type	Athletic
Age	44
Height	172 cms
Weight	81.7 kg
BMI	27.6
Fat	12.7
Blood Pressure	Fit range
Resting heart rate	Excellent
BMI	Fair (I am short for my weight)
Flexibility	Excellent
Strength	Excellent
Bio age	38.5

It's important to understand how the changes to our lifestyle change our health. How did this happen to me? Basically I started a business.

A few years ago I started Social Star, a personal branding company. As anyone who has started their own business would know, you put in a lot of hours. I consciously decided to reduce the focus on my training for the benefit of my business. I didn't want to give up my kid time so something had to go. So I did less exercise.

That doesn't mean I didn't work out. It meant I worked out for shorter periods of time, less often. Working out for me is my stress relief. When I need to have a break, I run, swim or do something active. It clears my head and reduces the stress in my body. So, my exercise became a 20min swim, squeezed in between meetings, rather than an hour-long run. Shorter, more intense exercise produces larger muscle mass, which explains the change in my body composition and shape.

The reason I tell you this story is to remind you that there is no right or wrong body for you. Just different types of body shapes for different times of your life. It's important to understand what type of body you have - and want. More importantly, why you want it. What benefits will doing this program provide you? Truth is, we don't do anything, which doesn't benefit us in some way. Understanding the positive side of the benefits will help you change your lifestyle to suit. Now that you know me and understand your need for a meaningful 'why', it's time to understand how the program works!

Level	Beginner
Age	40 - 60
Gender	Male
Workouts	Running, swimming
Diet	General



PREFACE

MY 12-WEEK PROGRAM

My 12-week program is divided into three sets of four-week blocks, as per the diagram below. That means, each month, you are going to a new level with your training. Let me explain quickly how the program works!



1	2	3	4	5	6	7	8	9	10	11	12
Mindset	Diet	Workout	Check in	Mindset	Diet	Workout	Check in	Mindset	Diet	Workout	Check in
Foundations				Routine Setting				Results			

Each four-week set we will focus on a new level of health and fitness to get you into that better body in 12 weeks.

Set 1 will be the foundations. We will review where you are now, where you want to go and how best to get there, using my format.

Set 2 will be how to set routines. This will cover the essential parts of my routine, which is based on regular exercise and moderating your diet.

Set 3 will be getting results. By week 9 you will start to see results. Then we will cover how to build on these to ensure you keep working on your program.

Each set is broken into four stages: mindset, diet, work-out and a check-in. Let me explain a bit more about each of these.

PREFACE

MINDSET



All the parts of this program are important to your success, but the most important of these is mindset. It's pretty hard to get a better body if you don't do something different. A positive mindset will get you to the starting blocks.

We have already started this process with knowing our 'why'. But remember – identifying this will form the basis of your motivation to get out of bed, to get to the gym or improve your diet. When things get tough, remind yourself why you are doing this in the first place.

My aim from this program is to get you in the habit of regular exercise and a better food routine. If you can establish this in your life - not just for 12 weeks but every week - you will be assured of having a better body, better health and a better life!

DIET



This is a tricky one for me, as I don't diet! I don't believe in them. I read that only 2% of people who undertake a weight-loss diet stick to them and actually lose the weight for a substantial period of time. That's a pretty damning statistic.

I think the main reason for that is because people want to lose the weight but only have the motivation to do it for a short period. Then they revert to the old habits and, funnily enough, get the old body back. Or they are not motivated correctly to stick to it. That's a combination of not knowing your 'why' and poor mindset.

My diet is based on listening to my body. I eat what I feel like, within reason. Sure, my body craves sugar and easy food at times, but if you really understand what it's telling me. For you, it could mean you need some rest, or energy. An apple can give you some quick sugar – just like a doughnut. It's all about making the best possible choice.

I will show you how I eat and balance my diet to adapt to my life. Take some tips from me and start listening to your body. Read to gain more knowledge about your health and take note of what our expert nutritionist advises. I promise – it will make a difference.

PREFACE

EXERCISE



This is the main way to get your body looking better, especially for men. There are so many health benefits of regular exercise that it's crazy not to get into the routine of doing it. I recommend at least three times a week but to start with, even doing it once a week is better than not doing it at all.

My preferred method of exercise is outdoors and cardio-based. The method you choose will depend on what body shape you want, what environment you live in and your daily routine. For example, if you want bigger shoulders, swimming is excellent, if you want to lose your flabby tummy, slow and long running is great for fat burning, or, if you want more bulk, hit the weights.

Here are three important facts that might motivate you to work out:

If you increase your muscle mass, it burns more fat 24x7, so you can eat more of what you like!

Resistance exercise increases bone density, so when you are 80 you can play with the grandkids and not worry about breaking a hip!

Increased fitness improves blood flow. So doing more cardio increase your performance in the bedroom as well as the boardroom. Surely, that's motivation enough!

CHECK-IN



Check-ins are important to track progress and celebrate success. I recommend before you start the program you get a base line. (see more on that in Week 0)

I suggest making yourself accountable to your mates. Get at least one of them to do the program at the same time, in order to give you a buddy to work with. It will really help you keep on track and help him too! Even better if you have a group of friends involved to keep you accountable – trust me, it will boost your progress.

Once you have a group of people to work with, set up a Facebook group to set goals and track progress. Taking photos monthly, writing down your diet and tracking how you felt during the program will also keep a good track on your progress.

Now...let's get on with the program!

PREFACE

PREPARATION

1 WHERE ARE YOU NOW?

Where are you now, what are your goals and how do you measure your success? All great questions we need to answer before we get to the gym.

Where are you now?

The first thing you should do is book in a fitness and medical assessment. If you are an over 40 male, such as myself, it's vital to check into the Doc regularly (well, annually as a minimum) to get your blood and urine tested. I started this 3 years ago and it is amazing what they can tell about your health from your blood!

Then, get a gym assessment of your fitness. Most gyms will do this for free, or if you don't have access to one that will, ask your local how much it would cost and do what it takes to fit it into your budget. What they should test is your fitness and strength with some sample exercises, blood pressure, flexibility and body measurements. That will give you a good indication of your baseline so we can track progress.

Once you know where you are with your current health and fitness levels, now it's important to set some realistic goals for the program.

2 YOUR WEEKLY TRAINING BREAKDOWN

Write down your Intentions, Goals and Actions

Writing down your thoughts somehow makes them real. Focus on what is important to you and be sure to link your 'why' into your statement.

I like to start with a mission or intention. Something like, "I Andrew Ford, will complete the full 12-week program and keep a positive attitude to exercise and diet in order to be fully fit and active for my kids sake."

"To do this I will exercise at least 5 times per week, knowing that this will reduce my fat percentage and increase my muscle mass so I can look and feel my best".

A statement like this isn't super detailed, but it gives you a framework to set more specific goals and actions. Goals will vary, depending on what you want

to achieve. For instance, some people want to get bigger, some want to slim down – then there are others who want to change the composition of their body (e.g. bigger shoulders, smaller stomach). Everyone is different. There is no right and wrong, but it's important to set realistic and healthy goals. If you are over 40 and overweight but want rock-hard abs, expect a long road of exercise and no fast food! Let's start by working with what we have and aim for a better body, not a dramatically different body than you have today. We also need to understand where your body shape fits into health. Yes, you can reduce your food intake and lose weight but it's important to recognise what this will do for your energy levels and enjoyment of life.

It is also helpful to focus on the process, not the outcomes. We are programmed to think we only have been successful when we lose weight, or have the abs back. This can lead to disappointment and quitting if it doesn't happen quickly. A better way is to focus on the inputs, because that's the element you can control. Go for a run today, awesome! Hit the gym three times this week, boo-ya! We know that if we follow the process, the results will come. It's inevitable. What we need to do is not put the energy into how we look, but what we do. Where your attention goes, energy flows.

In the workbook in Week 0 there is space to write your Intentions and Actions. Now we need to stay accountable.

3 ACCOUNTABILITY

Get Accountable

To help stay accountable we recommend joining our Facebook community. The BB12W group is private and just for members of our community. You can access it via our Facebook page. There you will find other like-minded people sharing the same journey you are on. Get to know the people there - you will find they are just like you! Our influencers also spend time there, responding to questions and keeping your motivation high.

If you are comfortable, we suggest posting your Intentions there and keeping us updated with your results each month after in the Check-Ins.

Some people like to be kept accountable with their friends. We encourage this, as it will keep you going during the program. Tag us in your posts using the #BB12W on Twitter, Instagram and Facebook so we can keep track of your progress.

Time to start!

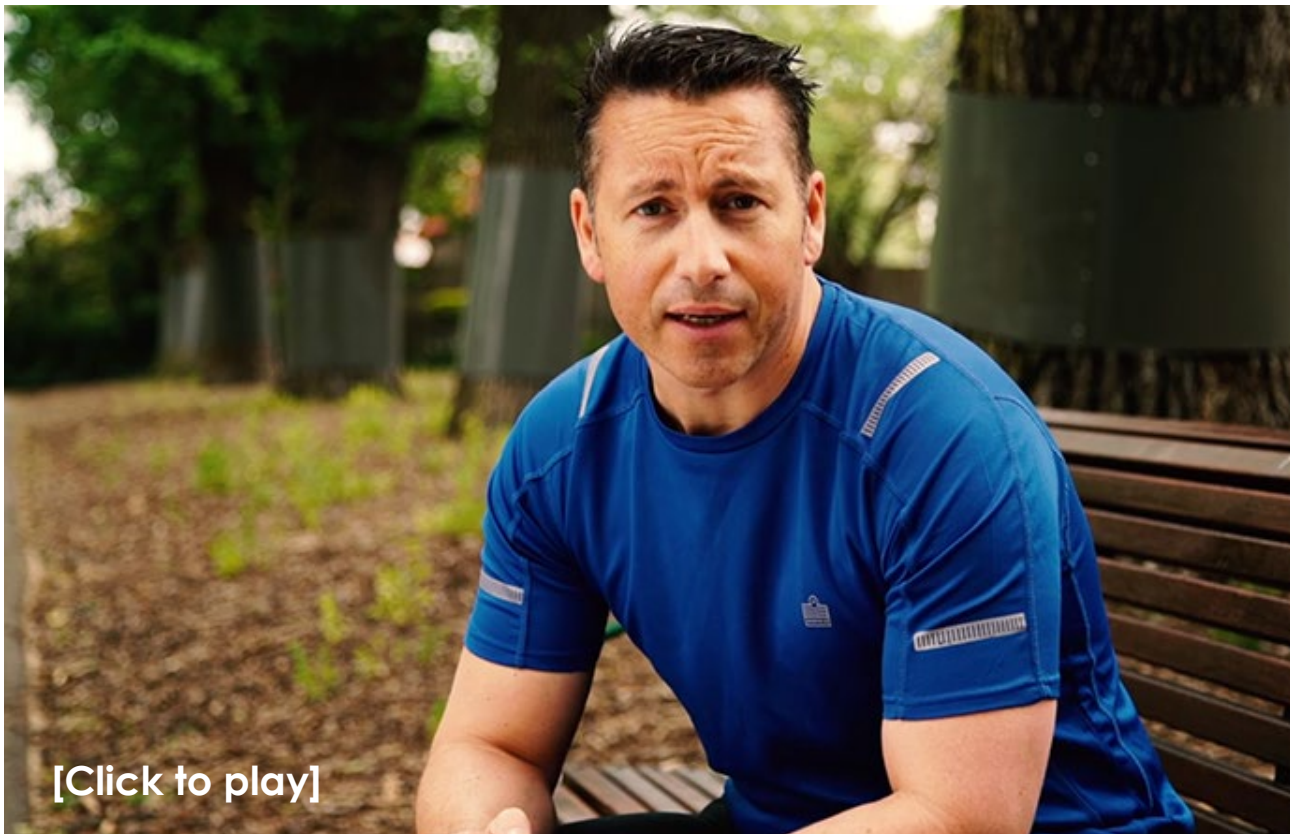
A black and white photograph of a middle-aged man with short, dark hair, looking directly at the camera with a serious, focused expression. He is wearing a dark, short-sleeved shirt with visible stitching and a small patch on the left chest. His hands are clenched into fists at waist level. A watch is visible on his left wrist. The background is blurred, showing trees and foliage.

FOCUS

BEFORE STARTING THE PROGRAM

PREPARATION FOCUS: BEFORE STARTING THE PROGRAM

Before we get started on this journey, make sure you prepare properly, physically and mentally. Know where you are at, and be prepared to change!



My Notes

PREPARATION FOCUS: BEFORE STARTING THE PROGRAM

Before we start the physical side of the program, we need to be clear on your reasons for being here, how your health is currently and what your intentions, goals and actions are.

What is your 'why'?

State your clear intention linked to your 'why'.



If you haven't done too much exercise in a while, it's essential to check out your current medical condition before you get started. A quick visit to your GP for a blood test should do the trick, to

clear you to get started on your exercise routine or help address any issues that might need attention before you get going. If you see a personal trainer, they will always do a pre-exercise questionnaire to determine potential risk factors and they will often end up sending you to the GP if you haven't been recently. Andrew has a full check-up every 2 years regardless, and if you want to pick things up before they get serious it's an important appointment for your calendar.

Before you start, it's helpful to have some measurements done so that you know where you are coming from and can monitor your progress. If you have a personal trainer or go to a gym then you will be able to organize some body composition measurements and fitness tests. By measuring these semi-regularly, it can help to keep you motivated and on track. Sure, you will feel it in yourself - how you are feeling and how your clothes fit - but some specific measurements are also useful. Remember that it's not ALL about weight. Most people who are trying to lose weight focus on the numbers on the scales but there is much more too it. Body Mass Index

is a measurement that rates an individual's weight for height ratio. Would you believe that many elite athletes are classified as obese on the BMI scale? Muscle is quite heavy. You can be obese for BMI but have <10% body fat. If you are really keen to monitor body fat and muscle mass changes, you can see a sports dietitian or other qualified body composition measurer to have skin fold measurements or a DEXA/ bodpod scan done to determine body fat levels. Or you can just go by the holes in your belt. Everyone has different goals. Some people monitor progress by how they feel, others like the numbers - but whatever you do, make sure you set some goals that allow you to measure how you are traveling.

Have you had your Medical Assessment? Y N

List a summary of your results

Write down any medical issues or limitations to be aware of before beginning the program

PREPARATION FOCUS: BEFORE STARTING THE PROGRAM

GYM FITNESS ASSESSMENT

Date of assessment

Body type

Age

Height

Weight

BMI

Fat

Blood Pressure

Resting heart rate

BMI

Flexibility

Strength

Bio age

With my current physical situation considered, my realistic goals are:

1. _____
2. _____
3. _____
4. _____
5. _____

The actions I am going to take to help me achieve my goals and make my intention a reality are:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

PREPARATION FOCUS: BEFORE STARTING THE PROGRAM

To keep myself accountable, I will get support from the following:

- | | | |
|--|---|---|
| • Have you joined the BB12W Facebook Group? | Y | N |
| • Have you asked one close friend to join? | Y | N |
| • Have you asked your spouse to join? | Y | N |
| • Have you posted about your Intentions on your social media using #BB12W? | Y | N |
| • If you have said no to all the above, list how you will stay accountable | | |





WEEK 1

MINDSET

WEEK 1: MINDSET

Mindset is really important in your BB12W program. A great mindset will really set the scene for you to kick some major health goals. This is your chance to think about what you really want to achieve, and why. Think about all the reasons you signed up for program, write them down and use them as a springboard to come back to if you're struggling.



My Notes



WEEK 2

EXERCISE - CARDIO FOCUS

A man with a beard, wearing a blue athletic shirt and black shorts, is running towards the camera on a paved path in a park. The path is lined with large, mature trees that have thick trunks and dense green foliage. The ground is covered with brown mulch or fallen leaves. In the background, other people can be seen walking on the path. The overall scene is bright and sunny, suggesting a pleasant day for a run.

[Click to play]

[illegible]

WEEK 2: EXERCISE - CARDIO FOCUS



If you are new to an exercise program, substitute walking for running and do as many repetitions of the park weight session as you can manage. Avoid overdoing it in the first week, as you will need to recover and repeat over each

week. For the first four weeks, keep to the same schedule. It is more important to set a routine than it is to run really fast or lose lots of weight at this stage.

Andrew loves to exercise outdoors and cardio exercise is a major focus of his weekly training regime, along with some resistance-based strength training to round out his program. If your goals are to keep body fat low and maintain a level of muscle strength and tone, then a focus on cardio with supplementary strength training will suit you well. If you are interested in more muscle-building, then you may need to focus your time on strength-based training, with a lower priority on cardio.

Either way, cardio is important for everyone!

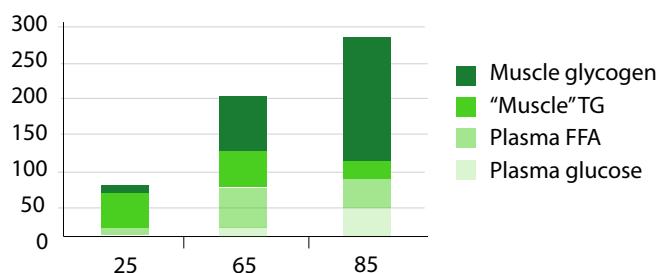
BENEFITS OF CARDIO TRAINING

If you are looking for all-round health and longevity, you can't go past cardiovascular exercise. The list of benefits is long and impressive, and you can tailor your cardio to your needs. Cardio isn't just about walking and easy cycling, it can be an intense muscle work-out while working your heart and lungs at the same time. Just as the list of benefits is long, so too is the variety of options when it comes to aerobic-based training. Here are some of the main reasons why regular cardio is a good idea.

1 BODY COMPOSITION

Many people focus on cardio-based exercise, usually longer and slower stuff, when they are trying to lose weight and burn body fat. Cardio is very effective at burning fat, but you don't need to walk slowly for maximum impact. If you are just starting out, or if you have injuries or mobility issues then slow is the way to go, but if you are looking for maximum impact on fat burning, bump up your intensity. Although, at lower intensities (~25% VO₂max), you burn a greater percentage of fat, the amount of total fat you burn is higher when you get up to 65% VO₂max intensity. The real decider on which intensity of cardio burns more fat is how long you can hold the intensity for. If you can hold a higher intensity for longer, then this is a time-efficient way to get body composition results. But if you prefer not to over-exert yourself, you can

get similar effects on body fat from working at a lower intensity but you will need to do it for longer.



Energy expenditure vs VO₂ max and contribution of various nutrients. Remember, the health and fitness benefits of cardio exercise are independent of the effects on weight. So even if you find that weight and body fat are not dropping as quickly as you would like, the benefits of exercise are still there.

2 CARDIOVASCULAR

Cardio training is especially beneficial for your heart and cardiovascular system. Your heart is a muscle and cardio is the perfect exercise to keep it pumping strong. Cardio also helps to reduce your risk, and help manage health conditions, such as hypertension and elevated blood glucose levels.

Aerobic exercise can also improve your blood cholesterol profile - helping to reduce your overall cardiovascular risk.

3 IMMUNE SYSTEM

Regular moderate cardiovascular exercise may help to improve immune function, but overdoing things can have a negative effect. More is not always best when it comes to exercise, but a carefully planned program, tailored to your needs, can provide the perfect balance.

4 STRESS / MENTAL HEALTH

Cardiovascular exercise is one of the best ways to feel brighter and happier. It could be getting out in some fresh air, or simply taking the break to take some time to yourself, or the physiological impact on hormones related to reducing stress levels. Whatever the mechanism, exercise makes us feel good and the fitter we get, the better that feeling becomes.

WEEK 2: EXERCISE - CARDIO FOCUS

4 ENERGY LEVELS

Sometimes, you might not feel like getting up in the morning to exercise, but you always feel better when you do. Strangely enough, even if you are feeling tired, exercise has the amazing ability to make us feel more energetic. Regular cardiovascular exercise can also help with sleep patterns, and, if you are sleeping better, you will have more energy.

5 MUSCLES

Although cardio may not build muscle like strength training does, it still works your muscle so that they are more toned and work more efficiently, helping functional strength and potentially improving metabolism too.

6 BONE

Any type of exercise that is weight-bearing provides stimulus to your bones to grow and repair, improving bone mineral density. Better bone mineral density reduces the risk of stress fractures in the short term and osteoporosis in the long term. The only problem is that cardio often uses the legs predominantly eg. walking/running, so for overall bone density strength training is great (unless you can do cardio in the handstand position!)

TYPES



In recent years there has been a growing interest in higher intensity cardio - time-efficient but very effective. You may have heard of HIIT training (High Intensity Interval Training), which has gained in popularity of late. Circuits, interval training and Fartlek running also fit into this higher intensity cardio category. You may think HIIT is only for the super fit, however, that's not the case. It's good to have a reasonable fitness base but you don't have to be an elite athlete. You can increase your intensity according to your ability and still experience the benefits of higher intensity training. Traditional modes of cardio exercise are still great, like walking, jogging, cycling, swimming, and in the gym by using the step, elliptical and rowing machines. Or exercise classes like aerobics and spin classes.

The type of exercise you choose will depend on a number of factors, with the biggest one being enjoyment (or tolerance, if you aren't naturally a huge exercise fan). If you find something you enjoy and that fits with your lifestyle, you are more likely to stick to it and see the benefits. The best type of exercise for you will also depend on your goals – are you trying to lose body fat, or are you trying to improve health or training to perform your best in a fun run? If your focus is health, then lower-intensity cardio may suffice, but if you are wanting to boost fitness and performance then it may be worthwhile mixing it up with increased intensities.

The type of cardio you choose will also depend on lifestyle and time – higher intensity can be completed in a shorter time and may be a better option for you, it will still be burning fat and providing other health benefits. If you are just starting out, the key is to start slowly, find something you love and adjust your program over time. If you do the same exercise each week with no change, you won't see progress. If you love one type of exercise - for example, running - that's fine. Just vary your sessions and throw in some higher intensity or hills rather than 'plodding' around the park every session. Variety is great to use different types of muscle groups and provide a wide range of fitness benefits.



WEEK 2: EXERCISE - CARDIO FOCUS

HOW MUCH?

Current physical activity guidelines in Australia recommend 150 to 300 minutes (2 ½ to 5 hours) of moderate intensity physical activity or 75 to 150 minutes (1 ¼ to 2 ½ hours) of vigorous intensity physical activity, or an equivalent combination, each week. The American College of Sports Medicine position stand on activity for weight loss indicates that >250minutes/week of moderate-intensity physical activity is required for clinically significant weight loss, and some recommendations mention 1 hour most days of the weeks. Obviously, it depends on what type of exercise you are doing. For example, you would need to walk for longer than you would run. You also need to keep in mind your own physical condition and mobility issue – remember, something is always better than nothing.

If your goal is general health and fitness, then a combination of cardio and some strength training thrown in is a great approach. You may do more of one or the other, depending on your specific goals, or, like Andrew you may do a bit of both within training sessions.

HOW DOES ANDREW'S CARDIO RATE?

Andrew's choice of cardio exercise is running. He loves to train outdoors and running is easy and convenient for him.

Andrew loves to run, but is not afraid to mix up the type of cardio he does and mentions that he adjusts his training to the seasons and location. Having swimming as an option if the weather is average, or some other indoor option over winter is a great idea. Plus, having a travel training plan is great too - especially if you travel a lot, as this is a time when your exercise and nutrition can take a back seat (but it doesn't need to!)

Andrew has worked with a running coach in the past, so he has a good idea of how to run and the best type of sessions to suit his needs. Andrew aims to fit 4 running sessions in per week – a sprint/interval session (effectively a HIIT workout), a light jog, a tempo run and a Sunday longer run. This is a great combination to enhance fitness and challenge himself. Although Andrew's main exercise is running, he still mixes it up to make it interesting and physically challenging for consistent improvements. This regime works for Andrew but you may have slightly different goals and should tailor your sessions to suit your needs.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Exercise	Swimming	Running - sprints	Rest Day	Running - Tempo	Rest	Other	Running
Timing	Evening	Morning		Morning		Anytime	Morning
Distance	1km	3km		4km			8-10 km
Format	Freestyle 500 meters, rest 2 minutes, 500 meters	1km warm up slow, 5x 200m sprints, 1km cool down slow		1 km warm up slow, 3km 100% capacity, 1km cool down slow		Soccer, basketball with the kids, hiking or other activity	Longer relaxed run 70% of capacity
Location	City gym	Local Park		Local Park			
Strength		50x push ups, 20x chin ups, 30 dips, 50 sit ups		50x push ups, 20x chin ups, 30 dips, 50 sit ups			50x push ups, 20x chin ups, 30 dips, 50 sit ups
Flexibility		Stretching, pre and post run	Long stretch in morning	Stretching, pre and post run	Long stretch in morning		Stretching, pre and post run

A man with short dark hair, wearing a light-colored button-down shirt, is looking down. The image has a green tint overlay. The text "WEEK 3" is prominently displayed in white, bold, sans-serif font across the lower half of the image.

WEEK 3

DIET - BREAKFAST

WEEK 3: DIET - BREAKFAST

Eating a healthy diet is a great way to kick-start your metabolism. A good breakfast will help fuel you, not just for the morning but for the whole day. So we look at some yummy breakfast ideas to fuel you up and keep you strong from morning till night.



My Notes

WEEK 3: DIET - BREAKFAST



Andrew places a high priority on his nutrition for his day-to-day needs and to fuel his training. He knows how crucial it is to have an organised approach to overall nutrition – a fact that is reflected by his emphasis on the importance of breakfast.

If you also lead a busy and active lifestyle, a well-balanced breakfast can help your energy levels, concentration, recovery from exercise and may also have a positive impact on hunger and longer-term weight management.

Some of us are not naturally morning people, and may not be hungry in the morning. If you don't feel like eating first thing, you can still get breakfast benefits from at least having something once you arrive at work. A lot of people skip breakfast because they prefer a few minutes extra sleep in lieu of eating but if you want to get the best out of yourself, it's worth getting up those few minutes earlier for the powerful benefits that a nutritious breakfast delivers. As Andrew mentions, do the cooked breakfasts when you have more time, and choose the most nutritious quick options on the mornings you need to be out the door in a hurry.

If you train or go to the gym before work you, breakfast is important recovery food to keep your body in good shape. Be eating something within about 45 minutes after exercise, your body will benefit from a faster recovery.

WHAT TO INCLUDE IN A HEALTHY BREAKFAST:

Andrew is definitely on the right track when he talks about protein, carbohydrate and fruit and vegetables as the cornerstone to a balanced breakfast. There is no reason to avoid carbohydrates, and, in fact, breakfast is the meal that is probably best to include carbs to stabilise your blood glucose levels and start your day with an energy boost.

Along with protein and carbohydrate, the other nutrient I would add to breakfast is some healthy fat. Over the years, there has been fluctuating fear around fat, but more and more research points towards the importance of fats in the diet for good health. Plus, don't forget a good dose of fibre with breakfast!

Protein – to keep you full for longer and also great for post-exercise muscle recovery. Examples include Eggs, yoghurt, milk, home-made baked beans, cheese, nuts, seeds

Low glycemic-index – avoid high-sugar breakfast cereals, and choose carbohydrates that are low-GI for sustained energy levels, satiety and nutritional value. Fruit, oats, muesli, wholegrain/rye bread, yoghurt, milk

Healthy fats – including some good fats in your diet is good for you! Nuts, seeds, olive oil, avocado, fish, eggs

Fibre – important for a healthy digestive system and keeping you regular. Wholegrains, nuts, seeds, fruit, vegetables

Breakfast should be something that you can throw together quickly on most days, and it's a great idea to prepare extra for the next day or snacks, as Andrew does with his pancakes. You can also do some preparation ahead of time, such as chopping some fruit or vegetables for your morning smoothie, soaking oats for Bircher muesli or porridge, or you can even get all the ingredients ready on the bench or in the fridge so they are ready to go in the morning to save you a couple of extra precious minutes.



WEEK 3: DIET - BREAKFAST

QUICK AND NUTRITIOUS BREAKFAST IDEAS:

Andrew has a great variety with his breakfasts – but all are fairly quick and easy and also nutritious. You don't need to spend hours in the kitchen to prepare a terrific breakfast, although on weekends you may want to take a bit more time to create a cooked breakfast. Eggs are super nutritious and can be cooked in lots of different ways. Be creative and always try to include some vegetables. There are some concerns about processed and cured meats, so you might want to keep your bacon to small serves occasionally...as Andrew says, it's all about moderation!

Here are some more breakfast ideas to mix up your morning meal:

Natural muesli with Greek or natural yoghurt and berries

Sourdough rye toast with ricotta/cottage cheese, sliced tomato and fresh basil

Breakfast smoothie: milk, yoghurt, fruit, nuts/seeds, oats – and feel free to add other little nutrient boosts, such as chia seeds or a teaspoon of flaxseed oil

Multi-grain toast with lean bacon, poached eggs, grilled tomatoes, mushrooms and spinach

Porridge with sliced banana and dates

Herb and cheese omelette with salad

Wholegrain cereal with milk

Berries or other chopped fruit

Wholegrain toast with avocado, feta and chopped tomato

Scrambled eggs with smoked salmon and spinach

WHAT SHOULD I DRINK?

Don't forget to drink with breakfast! Hot water with lemon juice or a fresh herbal or fruit tea is a great start to the day, or a cold glass of water on the warmer mornings. Keep up your fluid intake by sipping consistently throughout the day – for optimum hydration, water should, ideally, be your main drink. Remember - athletes monitor their hydration because it makes such a big difference to energy levels, concentration and performance. Be sure to keep an eye on your fluid intake too.

Teas are another great option for hydration, but try to leave your first cup of black tea until an hour or more after breakfast, as the tannins in tea can reduce your absorption of iron.

If you love your regular coffee like Andrew, follow his lead and skip the sugar. If you drink lattes or other coffees that are heavy on the milk, you may want to go for the light milk to reduce your overall calorie intake. But if you only have a coffee every so often then enjoy whatever you like. After all, even whole milk is only 4 per cent fat. It's all about healthy moderation.



WEEK 3: DIET - BREAKFAST

OAT AND BERRY BIRCHER

The perfect protein-rich, low-glycemic index breakfast. Bircher will keep you full for hours and keep your taste buds happy – plus, it's easy to make, as most of it is prepared the night before.

Serves 1

1/2 cup (45g) rolled oats
1/4 cup (60ml) orange juice
1/4 cup (65g) natural low-fat yoghurt
1 tsp pepitas (pumpkin seeds), chopped
Sprinkle of cinnamon
2 tsp dry roasted almonds, chopped
1/4 cup (40g) fresh berries
1 tsp cranberries

1. Combine the oats, juice, yoghurt, pepitas, cinnamon and half of the almonds. Chill overnight.
2. To serve, stir in the berries and top with the remaining almonds and cranberries.

RECOVERY SMOOTHIE



Rice milk is great to include in smoothies after training due to its high-glycemic index, which can help speed up recovery. Added protein from yoghurt, almonds and skim milk powder make this smoothie a perfect recovery option.

Serves 1

1 cup/250ml rice milk (calcium fortified)
100g/3.5 oz low-fat Greek yoghurt
1 medium ripe banana, chopped
1/4 cup/40g frozen berries
1 tbsp ground almonds
1 tbsp skim milk powder

Combine all ingredients and blend, then pour into a tall glass to serve.

PANCAKES



1 cup wholemeal self-raising flour
1 tbsp sugar
1 egg
3/4 cup milk
50g butter, melted
dash of vanilla essence (if you like that sort of thing)

Prepare mixture - simply put it all in a bowl and mix with a hand whisk. Warm a small frying pan on low heat and use a small bit of butter to season the pan. Cook one side of the pancake until small bubbles form, then flip and cook only half as long.

Serve with crispy bacon, diced fresh seasonal fruit and natural yoghurt. Apply 100% maple syrup to flavor.

Feeds 2 people, so double, or more, for your family of 4+ people.

I always make more than I need, as they are a great easy snack, work well in kids' lunches, or you can freeze them and have on a lazy day when you don't want to cook!

PORRIDGE

1 cup of Oats (quick or traditional, depending on your tastes)
1 cup of water

Place in saucepan on low heat and stir regularly. When it has absorbed all water, add a dash of milk and keep stirring until creamy. Serve with fresh fruit. I find bananas are great with a dash of cinnamon and 100% maple syrup. Add frozen berries (or fresh fruit of your choice) to cool the porridge. (You can add extra vitamin supplements sprinkles as you wish)



WEEK 4

CHECK IN

WEEK 4: CHECK IN

Give yourself a pat on the back - it's Check In time! Things take time and now you're four weeks in. The start is the hardest part, but as you get fitter and stronger, it gets easier. All the things that you're doing that feel hard right now will soon make you feel fantastic. Keep going. You're doing great.



My Notes



NEXT STEPS



So how are you feeling after 4 weeks? If you loved what you have seen and are ready to take the next step towards a healthier and happier you, let's get serious and start our 12 weeks program!

Also visit our website, betterbody12weeks.com, and take a look at some of the other programs on offer. Your better body and your fitness is calling, what are you waiting for!

BETTER BODY **IN 12 WEEKS**

WITH

Andrew Ford