

# FREE 7 DAY FAT LOSS KICKSTART

**APEX**  
FITNESS

# **Index Page**

Page 2	- Index Page
Page 3	- Introduction
Page 4-5	- Mastering Meal Planning for Fat Loss Success
Page 6-7	- How to Work Out Your Calories & Macros for Fat Loss
Page 8-9	- 7-Day Workout Plan
Page 10	- Mindset & Habits
Page 11-12	- The Fat Loss Superpowers: Sleep & Hydration
Page 13	- Progress Tracker
Page 14-15	- Ready to Go Beyond 7 Days?
Page 16	- Useful Tools



## **Welcome to the Apex Fitness 7 Day Fat Loss Kickstart**

This guide is designed for busy professionals who want a realistic, proven way to start burning fat without extreme diets or time-consuming workouts.

**Over the next 7 days, you'll follow a simple, yet powerful framework designed to kickstart your fat loss journey – without overwhelming you or requiring hours in the gym.**

Here's what's inside:

- **Easy-to-Follow Meal Templates**  
No guesswork. No complicated recipes. You'll get a clear meal structure built around real food, high-protein meals, and easy swaps to suit your lifestyle. Whether you're cooking for one or juggling a busy schedule, these templates are designed to help you stay full, fuelled, and in control.
- **Quick, Effective Workouts You Can Do at Home**  
These short, high-impact workouts are designed for busy people. All you need is your bodyweight (and a bit of floor space). You'll improve strength, boost metabolism, and build momentum—without stepping foot in a gym.
- **Daily Mindset Strategies to Keep You on Track**  
Fat loss starts in the mind. Each day, you'll get a short mindset focus to help you stay consistent, overcome obstacles, and build lasting habits. These prompts are simple but powerful – perfect for rewiring how you approach health and fitness long-term.

By the end, you'll feel leaner, stronger, and more in control of your fitness journey.

Let's get started.

Sean Fraser, Apex Fitness

## Mastering Meal Planning for Fat Loss Success

One of the biggest reasons people struggle with fat loss is not a lack of motivation – it's a lack of preparation. That's where smart, simple **meal planning** comes in.

This week, we're giving you **easy templates**, not strict meal plans. Why? Because life isn't one-size-fits-all. You need a structure that adapts to your routine and preferences while keeping you on track.

### Why Meal Planning Works

- **Reduces decision fatigue** – no more “what should I eat?” moments
- **Keeps you in control** – less likely to grab high-calorie, low-nutrient foods
- **Supports your goals** – meals are balanced to fuel fat loss and performance

### Your 3 Core Meals Each Day

Use the guide on the next page to mix and match. Here's the basic format to stick to:

- **Protein-focused:** Base every meal around a lean protein (e.g., eggs, chicken, Greek yogurt, tuna, tofu)
- **Smart carbs:** Choose slow-digesting carbs like oats, sweet potatoes, or rice
- **Fibre & micronutrients:** Add fruit or vegetables for digestion and nutrients
- **Healthy fats:** Include moderate portions (nuts, seeds, olive oil, avocado)

### Quick Tips for the Week

- **Repeat meals** – It's okay to eat the same thing for a few days to save time
- **Batch cook** – Prep 2–3 meals ahead of time to stay consistent
- **Keep it simple** – 15 ingredients or less can easily cover the whole week
- **Use snacks wisely** – Keep them high-protein and portion-controlled



## **Mindset Reminder**

This isn't about being perfect. It's about being consistent enough. Aim for 80% solid nutrition and allow flexibility where needed.

Your body thrives on structure. When you give it the right fuel consistently, fat loss becomes automatic.

## **How to Work Out Your Calories & Macros for Fat Loss**

One of the most effective ways to take control of your fat loss is understanding how many calories your body needs — and how to balance **macronutrients** (protein, carbs, and fats) to fuel results.

### **Step 1: Estimate Your Daily Calorie Needs**

Use this simple formula to estimate how many calories you need to lose fat:

1. **Bodyweight (kg) x 22 = Baseline Calories**
2. Multiply that by:
  - 1.3 (light activity – desk job, low steps)
  - 1.5 (moderate activity – 8k+ steps, 3 workouts/week)
  - 1.7 (high activity – active job, 5+ sessions/week)
3. Subtract 10–20% to create a **calorie deficit** for fat loss.

#### **Example:**

70kg person, moderately active

$70 \times 22 = 1540$

$1540 \times 1.5 = 2310$  (maintenance)

$2310 - 15\% = \mathbf{1965 \text{ calories/day for fat loss}}$

### **Step 2: Set Your Macros**

A solid starting point for most fat loss clients:

- **Protein:** 2.0–2.2g per kg bodyweight  
→ Builds/retains muscle, keeps you full
- **Fats:** ~0.8–1.0g per kg bodyweight  
→ Supports hormones, energy, brain health
- **Carbs:** Fill the rest of your calories

#### **Using the 70kg example (1965 calories):**

Protein:  $70 \times 2.2 = 154\text{g}$  (616 kcal)

Fats:  $70 \times 0.9 = 63\text{g}$  (567 kcal)

Carbs: Remaining cals =  $1965 - (616 + 567) = 782 \text{ kcal} / 4\text{cal per gram} = 195\text{g}$  carbs.



## Macro Cheat Sheet:

- **Protein:** Chicken, eggs, fish, Greek yogurt, protein shakes
- **Fats:** Avocado, nuts, olive oil, seeds
- **Carbs:** Rice, oats, bread, potatoes, fruit, pasta



### Pro Tip:

Use **MyFitnessPal**, **Carbon**, or **Chronometer** to track food and hit your targets. You don't need to track forever, but learning the basics now will give you better long-term control.

## Calorie & Macro Calculator

Use the table below to estimate your daily calorie needs and macronutrient targets for fat loss. Simply follow each step and fill in your personal numbers.

Step	Description	Formula/Example	Your Answer
1	Bodyweight (kg)	Enter your weight	kg
2	Multiply by 22 (Baseline)	Bodyweight × 22	kcal
3	Choose Activity Level	× 1.3 (low), 1.5 (mod), 1.7 (high)	kcal
4	Create Calorie Deficit	Subtract 10–20%	kcal (target)
5	Protein (2.2g per kg)	Weight × 2.2 = ____g × 4 = ____ kcal	g / kcal
6	Fats (0.9g per kg)	Weight × 0.9 = ____g × 9 = ____ kcal	g / kcal
7	Carbs = Remaining Calories	[Target – (Protein kcal + Fat kcal)] ÷ 4	g
8	Final Macro Targets	Protein / Carbs / Fat (grams)	____ / ____ / ____ g

## 7-Day Workout Plan: Burn Fat & Build Strength

### Burn Fat. Boost Energy. Build Momentum.

You don't need a gym membership, fancy equipment, or hours of free time to get leaner, stronger, and more energised. You just need a plan — and the consistency to follow through.

This 7-day workout plan is designed specifically for **busy professionals** who want to get back in shape using short, simple workouts that deliver results without disrupting their day.

#### Daily Breakdown (Minimal Equipment)

Day	Work Focus	Details
Day 1	Full Body Strength	3 Rounds: 15 squats, 10 pushups, 20 mountain climbers, 30s plank
Day 2	Cardio / NEAT	8,000–10,000 steps or a 30-min brisk walk
Day 3	Lower Body Burn	3 Rounds: 12 reverse lunges/leg, 15 glute bridges, 20 calf raises
Day 4	Recovery & Mobility	15 min stretching, yoga or foam rolling
Day 5	Upper Body & Core	3 Rounds: 10 incline pushups, 20 shoulder taps, 30s hollow hold
Day 6	Intervals	4 × 2-min fast pace / 2-min recovery walk
Day 7	Full Recovery + Reflection	Light walk + 5-min journal prompt (How do you feel? What did you learn?)

### Why This Works

- **Short, effective workouts** — All sessions take under 25 minutes
- **Minimal to no equipment** — Just your bodyweight and a bit of floor space
- **Boosts metabolism** — Daily movement helps burn more calories, even at rest
- **Improves strength and fitness** — You'll feel fitter and more capable within days
- **No overtraining** — Built-in recovery days to support fat loss, not fight it





## How to Use This Plan

- **Start at your own pace** – reduce reps or rounds if needed
- **Track your effort** daily on a scale of 1–10
- **Repeat this plan** in Week 2 with small progressions (extra round, reps, or time)



## Final Reminder:

You're not just burning calories — you're building habits.

This plan isn't about going all-in for 7 days and burning out. It's about **creating momentum** so that by the time this week ends, working out feels natural — not forced.

Even 15 minutes of movement a day can change how you look, feel, and show up in your life.



## Mindset & Habits: The Real Key to Fat Loss

### Discipline. Progress. Apex.

You can have the perfect plan — the best workouts, the most accurate macros — but if your mindset isn't in the right place, nothing sticks.

Fat loss isn't just about food and training. It's about **the way you think**, the habits you build, and how you show up for yourself daily. That's why this guide includes **simple mindset prompts and behaviour shifts** to help you create long-term results, not just short-term changes.



### Why Mindset Matters

- **It builds consistency** — Motivation fades. Discipline lasts.
- **It reduces self-sabotage** — You'll bounce back quicker from setbacks.
- **It rewires your identity** — You stop "trying to lose weight" and start living like someone who's in control of their health.

Day	Mindset Focus	Prompt / Action
Day 1	Find Your "Why"	Write down 3 reasons you want to change. Be honest. Be specific.
Day 2	Plan Ahead	Pre-log or prep all meals for tomorrow. Schedule your workout.
Day 3	Progress Over Perfection	Missed a meal or workout? Let it go. Get back on track at the next opportunity.
Day 4	Reflect & Rate	Out of 10, how would you rate your effort so far this week? What's one thing you can improve?
Day 5	Take Ownership	No excuses. Just decisions. Own your day — the good and the bad.
Day 6	Visualise Your Future Self	Imagine how you'll look, feel, and live 90 days from now if you stay consistent.
Day 7	Celebrate + Reset	Write down 3 wins from the week and 1 habit you'll continue into next week.



### Reminder:

Change doesn't come from intensity. It comes from **repetition**.

Small wins stacked daily = massive transformation over time.

If you keep the promises you make to yourself this week, you'll start building the momentum that carries into next month — and the rest of your life.





## **The Fat Loss Superpowers: Sleep & Hydration**

Most people focus only on calories and workouts — but two of the most underrated tools for fat loss success are **sleep and hydration**. Mastering these basics can make the entire process easier, faster, and more sustainable.

### **Why Sleep Matters**

Sleep isn't just for recovery — it directly affects fat loss, hunger control, mood, and training performance.

#### **Here's what happens when you sleep better:**





-  You burn fat more efficiently (especially belly fat)
-  You reduce cravings for sugar and junk food
-  You recover faster from workouts and build lean muscle
-  You make better food decisions and stay more consistent

#### **Aim for:**

- 7–9 hours of quality sleep per night
- A consistent bedtime/wake-up time
- No screens 30–60 minutes before bed
- A cool, dark, quiet sleep environment

### **Why Hydration is Key**

Even mild dehydration can slow down your fat loss and zap your energy. Water helps with:

-  Boosting metabolism and fat oxidation
-  Improving focus, mood, and willpower
-  Aiding digestion and reducing bloating
-  Managing hunger (thirst is often mistaken for hunger)

#### **Aim for:**

- 2–3L of water per day
- 1 glass of water with every meal
- Sipping throughout the day (not chugging all at once)
- Extra fluids during/after workouts or hot weather

## Quick Fixes

- **Tired and craving sugar?** Check your sleep and water first.
- **Struggling with energy?** Track your hydration and sleep for 3 days — then adjust.
- **Waking up groggy?** Try 30 minutes of no screens before bed and limit caffeine after 2pm.

## Small Wins to Focus on This Week

Habit	Target
Water	2.5L per day
Sleep	7–8 hours per night
Bedtime Routine	No screens 30 min before bed
Morning Boost	Start day with 1 glass of water



## 7-Day Progress Tracker

Use this tracker to stay accountable and consistent throughout your 7-Day Fat Loss Kickstart. Tick off what you complete each day and reflect on your progress.

Day	Weight (kg)	Workout Done? (Y/N)	Steps (Goal: 8k+)	Meals On Plan? (Y/N)	Water Intake (L)	Sleep Hours	Mindset Task Done? (Y/N)	Energy (1–10)
Day 1								
Day 2								
Day 3								
Day 4								
Day 5								
Day 6								
Day 7								



## End-of-Week Reflection:

1. What went well this week?
2. What challenged you most?
3. What habits will you continue next week?



## Ready to Go Beyond 7 Days?

### Your Transformation Starts Now.

You've taken the first step.

You've built momentum.

Now it's time to go further — with a plan, a coach, and real accountability.

At **Apex Fitness**, we don't just give you workouts and macros.

We coach the *whole person* — mindset, habits, lifestyle, and long-term results.



### What You Get with Online Coaching

- 🎯 **Custom Training Plan** tailored to your goals, lifestyle & equipment
- 🍽️ **Personalised Nutrition Guidance** with flexible, realistic meals
- 🧠 **Weekly Check-ins & Accountability** to stay on track
- 📱 **App-based tracking** via Trainerize (fully mobile and simple to use)
- 💬 **Direct 1:1 support** from your coach via WhatsApp or email



### Real Clients. Real Results.

*"I started with the 7-day guide, and 3 months later I'm down 9kg and finally feel confident in my clothes again!"*

– Sarah, 38

*"Sean's coaching gave me structure, clarity, and results – no BS, just progress every week."*

– Jamie, 29

## **Book Your Free Strategy Call**

Want to see what we can achieve together?

- ✓ No pressure.
- ✓ No gimmicks.
- ✓ Just a clear plan built around you.

👉 **Click here to book your free consultation**

(Or DM **@apex.fitness.coach** on Instagram with the word “KICKSTART”)

---




**Don't let this momentum go to waste.**  
**The next 12 weeks could change everything**

## **Your Fat Loss Toolkit**

### **Recommended Tools, Apps & Links to Support Your Journey**

#### **Nutrition & Tracking**

- **MyFitnessPal** – Calorie and macro tracking made simple  
 <https://www.myfitnesspal.com>
- **Cronometer** – Great for detailed micronutrient tracking

#### **Workout Support**

- **YouTube Search** – For bodyweight exercise demos  
Try: “beginner push-up form” or “glute bridge demo”

#### **Mindset & Habits**

- **Atomic Habits by James Clear** – Game-changing book on building habits
- **The Daily Stoic by Ryan Holiday** – Mental clarity & focus
- **Insight Timer (app)** – Guided meditations & sleep support

#### **Hydration & Sleep**

- **Water Reminder App** – Hydration tracking notifications
- **Sleep Cycle App** – Helps track and improve your sleep quality

#### **Need Help?**

 Email: [seanfraser@apexfitcoach.com](mailto:seanfraser@apexfitcoach.com)

 DM: @apex.fitness.coach