

— A FREE GUIDE FROM JACK WALL

THE PHYSIQUE TRANSFORMATION BLUEPRINT

Engineered on data.

The system I run with my one-to-one clients, stripped back so you can run it on yourself. Seven chapters, a 14-day start and a tracker you can print.

— WHY THIS EXISTS

WHY MOST BLOKES STAND STILL

(and how to stop guessing)

Every week I open check-ins from lads who train five days, eat "pretty clean" and look the same as they did in spring. The story is nearly always identical. They changed their split in week two, dropped carbs in week three, added fasted cardio in week four, and now they have no idea which of those things did anything.

I get it, because I've been there. I started out as a 130 lb skinny kid who'd watched too many Arnold films. I've been training since 2008, built myself past 270 lb, and learned from people like Jordan Peters, Hany Rambod, Milos Sarcev, Luke Sandoe and Sasan Heirati along the way. The best of them had one thing in common. They didn't guess.

My day job is root-cause analysis on safety-critical systems in the nuclear industry. Nobody changes a variable on that kind of system because they've got a feeling about it. You look, you collect clean data, you change one thing and you measure what it did. I coach physiques exactly the same way, and this guide is that process written down.

It's built on the evidence-based framework I'm certified in (J3U) and the same rules I use with paying clients. Read it in order, run the 14-day start, and use the tracker. If you then want someone to read your data for you, you'll know where I am.

Let's get stuck in.



JACK WALL • CLASSIC PHYSIQUE

2008

TRAINING SINCE

84%

ALL-TIME CLIENT RETENTION

J3U

CERTIFIED COACH

— YOUR ROADMAP

WHAT'S INSIDE

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HOW TO USE IT

Read it once, start to finish. Then run Chapter 07 with the tracker on page 15. After that, Chapter 05 is the one you come back to every single week.

WHO IT'S FOR

Men who already train, or want to start properly, and want to look leaner, bigger and more athletic without living like a competitor. Every number in here comes with the reason behind it.

THE METHOD

THREE RULES

I don't break.

Every client I coach, natural or enhanced, first show or fifth, gets run through the same three rules. They're the spine of everything else in this guide.

01

LOOK BEFORE TOUCHING

Before anything changes, I want to know what's actually happening: your weight trend, your waist, your photos, your training log, your sleep. Most plans fall apart because someone "fixed" a problem they never measured.

02

TWO WEEKS OF HONEST DATA

Your morning weight can swing a kilo or two from salt, carbs, a late meal, leg day or a rough night's sleep. None of that is fat. Two weeks of 7-day averages, plus your waist and photos, is the minimum before I'll call anything.

03

ONE CHANGE AT A TIME

Food, or steps, or training. Pick one lever, give it one to two weeks, and the next check-in tells you exactly what it did. Change three things at once and you've learned nothing, even if it works.

"Hold everything" is a decision too. Half the time, the right call at a check-in is to leave it alone.

01

CHAPTER 01

PICK ONE GOAL

The quickest way to go nowhere is chasing fat loss, size, a 200 kg deadlift and a sub-20 5K all at once. Give the next 8 to 12 weeks one main job. Everything else just ticks over.

OPTION A

FAT LOSS

Pick it if you can't see the top of your abs in decent morning light, or there's a roll over your waistband when you sit down.

Target rate 0.5 to 1% of bodyweight a week.

OPTION B

BUILD

Pick it if your abs are visible, your waist is tight, and you're healthy, sleeping well and life's fairly stable.

Target rate 0.25 to 0.5% a week. Faster than that is mostly fat.

OPTION C

RECOMP

Pick it if you're new to proper training, coming back after a long break, or about to train far better than you have been.

Target maintenance calories, high protein, hard training. Works, but slowly.

CAN'T DECIDE?

Get lean first. Building from a leaner start is easier to judge, it's healthier, and every kilo you put on shows up as size you can actually see. If building from where you are now would mean a five-month diet afterwards, you're too far out. Cut first.

And if life is chaos right now (new baby, new job, stress at 9 out of 10), the goal is maintenance. Train, walk, sleep, hold your weight. That's a proper phase, and it protects everything you've built.

YOUR TWO-MINUTE GOAL CHECK

- ☐ My one goal for the next 8 to 12 weeks is: _____
- ☐ I can say in one line why it matters to me.
- ☐ My week can genuinely fit the training days I'm planning.
- ☐ I'll judge it on two-week trends. Single weigh-ins don't count.
- ☐ I'm committing to this goal for at least eight weeks before I reconsider it.

02

CHAPTER 02

TRAINING THAT ACTUALLY PROGRESSES

The most common thing I see in a new client's logbook is lots of sets, lots of sweat, and the same weights as three months ago. Muscle grows from hard sets you can recover from and repeat a little better each week. These are the five dials.

DIAL	WHERE TO SET IT	WHY
Volume	10 to 20 hard sets per muscle, per week	Newer lifters start nearer 6 to 10 and build. Only count sets taken close to failure. Warm-ups and easy sets don't count.
Effort	0 to 2 reps left in the tank	Be honest with yourself here. Most people who think they're 1 to 2 reps from failure are really 3 to 5 away. Film a set and watch it back.
Reps	Mostly 6 to 15, isolations up to 20 to 25	Heavy singles and triples build strength more than size and cost more recovery. For this goal, leave them out.
Frequency	Each muscle twice a week	Two good hits beat one massive session. Fewer, better sessions beat more, rushed ones.
Control	2 to 3 sec lowering, 2 to 3 min rest	No bouncing, full range you actually own. Proper rest on big lifts so the next set counts.

CHOOSE A SPLIT YOU'LL STILL BE DOING IN MARCH

Pick the fewest days that cover every muscle twice and that you can repeat every week, including the bad ones.

DAYS	SPLIT	SUITS
2	Full body A / Full body B	Busy weeks, or coming back after time off
3	Full body A / B / C	Most blokes with a job and a family. Start here if unsure.
4	Upper / Lower / Upper / Lower	Reliable schedule and a year or more of proper training

Favour stable machines and cables you can load safely to near failure. Got pain or a medical issue? Get it assessed before you push through it.

HOW YOU GET BETTER

LET THE LOG

do the deciding.

I use double progression with nearly everyone. Pick a rep range, keep the weight the same until you hit the top of the range on every set, then add load and drop back down. Same effort every week. No guessing, no ego.

WORKED EXAMPLE • LEG PRESS • 3 SETS OF 8 TO 12 • 0 TO 2 REPS IN RESERVE

WEEK	LOAD	REPS	CALL
1	100 kg	12 / 10 / 9	Keep the weight
2	100 kg	12 / 11 / 10	Keep the weight
3	100 kg	12 / 12 / 11	Keep the weight
4	100 kg	12 / 12 / 12	Top of the range on every set. Add load next week
5	110 kg	10 / 9 / 8	Back in the range. Climb again

Big compound lifts lean towards adding load. Isolations lean towards adding reps. Either way, if the numbers in your log are creeping up over 4 to 6 weeks, you're building.

SWAP AN EXERCISE WHEN

- 01 It hurts. Joint pain, sharp pain, anything that's more than normal effort.
- 02 It's stalled for 2 to 3 weeks running, with sleep and food in order.
- 03 It wrecks the rest of the session, so everything after it suffers.

Swap like for like. A press for a press, a row for a row. Keep everything else the same so you can see the effect.

DELOAD CHECK

Every 6 to 8 weeks, or sooner if **two or more** of these are true:

- ☐ Your motivation to train has dropped
- ☐ Your sleep has got worse
- ☐ Reps are falling across several lifts
- ☐ Joints are achy and it isn't shifting

Deload: 4 to 7 days, half your usual sets, leave 3 to 4 reps in the tank. Then go again.

03

CHAPTER 03

SET YOUR NUMBERS

in four steps.

Calories decide whether you lose or gain. Protein decides how much of what you keep is muscle. Meal timing, carbs at night, "clean" versus "dirty"... all a rounding error next to those two.

STEP 1 • MAINTENANCE

Bodyweight (kg) × 22 × activity. Activity: 1.3 desk job, little walking. 1.4 to 1.5 desk job plus regular walking. 1.6 to 1.7 on your feet all day. 1.8 to 1.9 heavy manual work.

Then let your data correct it. Every 1 kg a week your 7-day average moves is roughly 1,100 kcal a day either side.

STEP 2 • YOUR TARGET

Fat loss: maintenance minus 20 to 25%.

Build: maintenance plus 5 to 10%.

Recomp: maintenance.

Bigger deficits feel productive for a fortnight, then cost you sleep, strength and muscle. Smaller surpluses build the same muscle with far less fat.

STEP 3 • PROTEIN

2.2 to 2.6 g per kg of bodyweight (about 1.0 to 1.2 g per lb). Count every source, including the protein in oats, rice and bread.

Spread it over 4 to 5 meals of roughly 35 to 50 g each.

STEP 4 • FAT, THEN CARBS

Fat at 0.7 to 1.0 g per kg. Carbs fill whatever's left, with a good chunk in the meals either side of training.

When you cut, cut carbs from the meals furthest from your session first. Protect the food around training.

WORKED EXAMPLE • 90 KG BLOKE • DESK JOB, WALKS DAILY • FAT LOSS

Maintenance	$90 \times 22 \times 1.4 = 2,772$	$\approx 2,750 \text{ kcal}$
Target (minus 20%)	$2,750 \times 0.8$	$2,200 \text{ kcal}$
Protein (2.2 g/kg)	$90 \times 2.2 = 198 \rightarrow 200 \text{ g}$	800 kcal
Fat (0.8 g/kg)	$90 \times 0.8 = 72 \rightarrow 70 \text{ g}$	630 kcal
Carbs (the rest)	$2,200 - 800 - 630 = 770 \div 4$	$\approx 190 \text{ g}$
Expected loss	$0.5 \text{ to } 1\% \text{ of } 90 \text{ kg}$	$0.45 \text{ to } 0.9 \text{ kg / week}$

MAKE IT LIVEABLE

A PLAN YOU'LL STILL FOLLOW ON A FRIDAY

BUILD EVERY MEAL THE SAME WAY

PART

EASY WINS

Protein	Chicken, 5% mince, white fish, salmon, eggs and whites, 0% Greek yoghurt, whey
Carbs	Rice, potatoes, oats, bagels or bread, fruit. Whatever staples you'll actually eat
Veg / fruit	A few hundred grams of each across the day. Variety you enjoy and can prep
Fats	Olive oil, nuts, avocado, whole eggs, oily fish. Weigh the oil, it adds up fast

PICK A METHOD THAT FITS YOU

Portions	Same few meals, same portions. Great for busy blokes
Food log	Log a normal fortnight to see what you actually eat
Macros	Most precise. Use it if it doesn't stress you out
Meal plan	Clear structure, with like-for-like swaps built in

Weigh food raw (or keep the cooking method the same), and count the sauces, oils and drinks.

THE WEEKEND MATHS

Five days at 500 under is 2,500 kcal banked. A Saturday takeaway, a few pints and a Sunday fry-up can hand most of that back without you even noticing. That's why "good all week" people stand still.

- ☐ Protein in every meal, weekends included
- ☐ Pick the one meal that matters and enjoy it properly
- ☐ Next meal, straight back to normal
- ☐ No punishment cardio, no skipping Monday's breakfast

SUPPLEMENTS: THE SHORT LIST

- 01 **Creatine monohydrate**, 3 to 5 g daily, every day
- 02 **Vitamin D** through the darker months, ideally dosed off a blood test
- 03 **Omega-3** if you don't eat oily fish, 2 to 3 g EPA+DHA
- 04 **Caffeine** pre-training, under 400 mg a day, none within 8 hours of bed
- 05 **Whey** for convenience. It's food, nothing magic

Buy Informed Sport tested. On medication? Check with your GP or pharmacist first. Drink roughly 40 ml per kg a day (about 3.5 litres at 90 kg) and aim for pale straw-coloured wee.

04

CHAPTER 04

THE OTHER 164 HOURS

You're in the gym maybe four hours a week. Walking, sleep and stress run the other 164, and they decide whether you can actually recover from what you do in there.

+2,000

STEPS A DAY ON TOP OF YOUR CURRENT AVERAGE, WITH 8,000 AS THE FLOOR

150

MINUTES OF MODERATE CARDIO A WEEK, FOR YOUR HEART FIRST

7-8

HOURS ACTUALLY ASLEEP. THAT MEANS 8 TO 9 HOURS IN BED

STEPS

Measure your real 7-day average before you set a target, then add about 2,000. Walking is the lowest-fatigue fat loss tool you've got. Roughly 2,000 steps burns about 100 kcal at an average bodyweight (more if you're heavier), and it barely touches your recovery.

CARDIO

Pick low impact: incline walking, the bike, the cross-trainer. Do it after weights or in a separate session, and keep hard leg cardio well away from leg day. Its first job is a healthy heart. The calories are a bonus.

SLEEP

- ☐ Caffeine stops 8 hours before bed
- ☐ No alcohol in the 4 hours before bed
- ☐ Last big meal around 2 hours before bed
- ☐ Same wake time, weekends included

Loud snoring, gasping at night or waking up wrecked despite enough time in bed? Speak to your GP. It's common and very fixable.

STRESS

Recovery is one bucket. Training, work, kids, money, bad sleep and dieting all pour into it. When it's overflowing, take something out: hold calories at maintenance for a week, drop a few sets, keep walking. Adding more cardio to a full bucket is how people end up ill, injured or face down in a family-size bar of Dairy Milk.

05

CHAPTER 05

TRACK IT.

Then read it properly.

A kilo of fat takes roughly 7,700 kcal to put on. You did not gain one from Saturday's Chinese. What you gained was salt, carbs, water and food that hasn't left yet. This is why one weigh-in tells you nothing, and two weeks tells you plenty.

WHEN	WHAT	HOW
Daily	Morning weight, steps, sleep hours, session done, hunger 1 to 5	Weigh after the toilet, before food or drink, same scale, same spot on the floor
Weekly	7-day average weight, waist, adherence (days on plan out of 7), key lifts, one win	Add the seven weights, divide by seven. Compare to last week's average, never to yesterday
Every 2 weeks	Progress photos: front, side and back, relaxed	See the photo standard below. Compare like with like, or don't compare at all

THE PHOTO STANDARD

- ☐ Morning, fasted, same time each check-in
- ☐ Same room, same light, coming from in front
- ☐ Rear camera on a timer, phone at waist height
- ☐ Same shorts, same distance, same poses
- ☐ Fully relaxed. No sucking in, no flexing on the "before"

WAIST

Tape at the navel, first thing in the morning, relaxed, breathing out normally. Same day each week. It's the most honest number you've got during a cut, because it doesn't care about the water in your legs.

YOUR LOG

Write down the exercise, load and reps for every working set. It's the only way to know whether a lighter scale means fat loss or muscle loss.

READING THE SIGNALS

NO SINGLE GAUGE TELLS THE TRUTH

I never decide off one number. I read them together, the same way I'd read instruments on site. When they agree, you know where you are.

SCALE	WAIST	LIFTS	MIRROR	WHAT IT MEANS	WHAT TO DO
Down	Down	Holding / up	Leaner	Fat loss, working	Change nothing
Flat	Down	Up	Leaner	Recomp. The scale is lying	Change nothing. Keep going
Down	Same	Falling	Smaller, flat	Too aggressive, losing muscle	Add some food back, check sleep and effort
Flat / up	Erratic	Falling	Soft, blurry	Fatigue and water hiding fat loss	Rest day, sleep, recheck in a few days
Up	Same	Up	Fuller	Lean gain	Change nothing
Up	Up	Flat	Softer	Gaining, mostly fat	Trim the surplus 5 to 10%

THE WEEKLY CALL • FAT LOSS

Losing 0.5 to 1% a week: change nothing.

Under 0.5% for two weeks, on plan 6 days out of 7 and the checklist clear: cut about 10% of calories (mostly carbs) **or** add 2,000 to 3,000 steps a day. Pick one of the two.

Over 1% with lifts dropping: add 5 to 10% back.

Building? Gaining 0.25 to 0.5% a week, hold. Flat for two weeks, add 5 to 10% (mostly carbs). Faster and softer, take 5 to 10% off.

BEFORE YOU CALL IT A STALL

A real stall is 2 to 3 weeks with no change in your average, your waist *and* your photos. First, tick off the usual suspects:

- ☐ Trained legs the day before weighing in
- ☐ Salty or late meal, takeaway or alcohol
- ☐ Travel, a flight, or a rough week of sleep
- ☐ Big jump in carbs, fibre or food volume
- ☐ Constipated, or weighed at a different time
- ☐ Untracked oil, sauces, drinks or "just a bite"

06

CHAPTER 06

THE SIX THINGS I HEAR EVERY WEEK

01

"TRAINING HARD, NOTHING'S CHANGING"

I check whether anything in the log has gone up in 4 to 6 weeks, and I watch a set on video to see how many reps were really left.

I do cut the junk sets, push effort to 0 to 2 in reserve and run double progression. Nine times out of ten, it's execution.

02

"GOOD ALL WEEK, WEEKEND UNDOES IT"

I check the weekly total. Monday to Friday means nothing if Saturday and Sunday hand it all back.

I do plan the one meal that matters, keep protein in every meal and go straight back to normal at the next one.

03

"THE SCALE HASN'T MOVED IN DAYS"

I check the 7-day average, the waist and the photos. Three days is noise.

I do nothing for 2 to 3 weeks unless all three gauges are flat and adherence is high. Then one change.

04

"I KEEP MISSING SESSIONS"

I check whether the plan is bigger than the life it's meant to fit.

I do drop a day and write a 40-minute backup session for chaos weeks. A finished two-day week beats a missed five-day plan every time.

05

"I'M TIRED ALL THE TIME"

I check sleep, the size of the deficit, stress, and how long since a deload.

I do deload and hold maintenance for a week. Still there? Get to your GP and get bloods done. It's why every client of mine starts with bloods.

06

"DO I NEED MORE SUPPLEMENTS?"

I check protein, sleep and steps first. Those three outrank anything in a tub.

I do the short list on page 09 and nothing else. Most of the rest is very expensive wee.

07

CHAPTER 07

YOUR FIRST 14 DAYS

This is exactly how I start a new client. One week of looking, one week of running it clean, then a proper review. Use the tracker on the next page.

DAYS 1 TO 7

LOOK BEFORE TOUCHING

Change nothing. Just measure your normal life.

- ☐ Weigh every morning
- ☐ Log steps and sleep
- ☐ Photos and waist on day 1
- ☐ Write down your current training
- ☐ Note your usual meals, weekend included
- ☐ Name your biggest barrier: time, food, planning or recovery

DAY 7

SET YOUR NUMBERS

Use your real data, not a wish.

- ☐ Pick your one goal (page 05)
- ☐ Work out calories and protein (page 08)
- ☐ Choose your split and book the sessions in
- ☐ Step target: your average plus 2,000
- ☐ Pick 3 or 4 go-to meals and a busy-day backup

DAYS 8 TO 14

RUN IT CLEAN

Same plan every day. No tweaks.

- ☐ Hit protein every day
- ☐ Log every working set
- ☐ Keep weighing and logging
- ☐ Plan the weekend before it arrives
- ☐ Resist the urge to change anything mid-week

DAY 15 • THE REVIEW

- | | |
|--|--|
| 01 What did your 7-day average do, week 1 to week 2, as a %? | 04 Did any lifts go up? |
| 02 Waist: day 1 versus day 14? | 05 What knocked you off plan, and how do you make that easier? |
| 03 How many days out of 7 were you on plan? | 06 Using page 12: change one thing, or nothing. |

Your first win is a routine you can repeat and measure. The transformation comes from running it for months.

[PRINT ME](#)

THE 14-DAY TRACKER

DAY	DATE	WEIGHT (KG)	STEPS	SLEEP (H)	TRAINED	HUNGER 1-5	NOTES (SALT, TAKEAWAY, LEGS, STRESS)
01							
02							
03							
04							
05							
06							
07							
Avg	WEEK 1 AVERAGE • _____ kg STEPS _____ SLEEP _____ h WAIST DAY 1 _____ cm						
08							
09							
10							
11							
12							
13							
14							
Avg	WEEK 2 AVERAGE • _____ kg CHANGE _____ % WAIST DAY 14 _____ cm DAYS ON PLAN ___ / 7						

% change = (week 2 average – week 1 average) ÷ week 1 average × 100. Fat loss target: –0.5 to –1%. Building: +0.25 to +0.5%.

THE WORK

REAL CLIENTS.

Same three rules.

84%

ALL-TIME RETENTION



CLIENT 01

BEFORE / AFTER



CLIENT 02

BEFORE / AFTER



CLIENT 03

BEFORE / AFTER



CLIENT 04

HOME TO COMPETITION STAGE

YOUR NEXT STEP

WANT ME TO READ YOUR DATA?

Everything in here works. The hard part is applying it to you: knowing whether your stall is real, which lever to pull, and when to leave it alone. That's what I do every week for my clients.

ONE-TO-ONE COACHING INCLUDES

- ☐ Training built around your schedule, equipment and weak points, with video form analysis
- ☐ Nutrition built around your life, every dietary requirement catered for
- ☐ Bloodwork-led decisions and a supplement plan that earns its place
- ☐ Weekly check-ins with detailed feedback inside 24 hours
- ☐ Seven days a week of direct WhatsApp access to me
- ☐ The full video library

OPTION

PRICE

Monthly, rolling

£200 / mo

Cancel with 30 days' notice

Three months

£600

Same rate, one payment

Six months, upfront

£999

£166.50 a month, best value

Bloodwork Review

£79

45-minute one-off call

HOW IT WORKS

Fill in the lifestyle questionnaire (about 15 minutes). I read every one myself. If it's a fit, we talk. If it isn't, I'll tell you straight.

[START THE QUESTIONNAIRE →](#)[SEE THE FULL SITE](#)

OR DM ME THE WORD **COACH** ON INSTAGRAM · @JACK_TRANSFORMCOACHING

"If you're positive and you believe in yourself, you can achieve anything, as long as you don't give up."

TRANSFORM · COACHING

Engineered on data.

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Important. This guide is general education. It isn't medical advice, and it isn't a personalised diet or training prescription. If you have a medical condition, take medication, have a history of disordered eating, have pain or unexplained symptoms, or are under 18, speak to your GP or a qualified professional before making significant changes. If you're struggling with your relationship with food, Beat (beateatingdisorders.org.uk, 0808 801 0677) can help. Individual results and timelines vary. © 2026 Jack Wall, Transform Coaching.