



# **THE ULTIMATE BUSY PERSONS GUIDE TO WEIGHT LOSS**

**HOW I LOST 70LBS  
OF FAT & GAINED 20LBS  
OF MUSCLE IN LESS  
THAN A YEAR**

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**FOR DAILY INSPIRATION**



# INTRODUCTION

Hello Health Chaser,

My name is Patrick and 11 months before starting to write this, I stepped on a scale and hated how much I weighed.

I then looked in the mirror and hated the body of the person I had become because it was visual proof I had been too undisciplined, too lazy and too greedy for too long.

It proved that I was not committed to my health and setting a very bad example to my children, my community and my followers around the world, so I decided I needed to make a change. A drastic one!

I still remember stepping on the scales for the first time in months and looking down in disbelief at the numbers below.

It said I was 246lbs.

That couldn't be right.

The most I've ever weighed is like 233lbs, and that was after 2 weeks of eating and drinking like an absolute pig over Christmas a few years ago, and I quickly lost it in the first few months after.

“This can’t be right.” I thought to myself. I figured the scales must be broken.

I stepped off and stripped completely naked - thinking my jeans must weigh a lot more than I thought.

They didn’t.

This time the number was completely accurate and it read a horrifying...

243lbs.

My first thought was “How the f&\$! am I 243lbs?”.

I turned around and looked in the full length mirror in my dressing room and the truth was staring me in the face.

All those bad eating and drinking habits over the past few years had caught up to me. The lack of exercise, laziness and greed had staked their physical claim on my body, and to be perfectly honest, in that moment I was...

I’m ashamed to say...

Completely disgusted in myself!

I reached down and grabbed a basketball sized amount of squidgy fat from my belly. I remember in that moment thinking:

“This is not who I am! I am so much better than this!”

I pride myself on being a leader, and I was ashamed of the example I was now setting for others around me!

That day I set a goal to completely change my eating, drinking, and exercise habits, and basically my entire daily and weekly routine in order to transform my body, and more importantly, my health!

Since having children, health has become my number one goal! All I care about is living for a very long time (100 years old is my minimum target) and taking care of my children and grandchildren, while also setting a good example for others!

I set a goal to reach my target weight of 215lbs within 6 months.

I knew this was not going to be easy. Losing 33lbs in 6 months was a big ask, but I love a challenge and needed it to feel slightly out of reach in order to motivate me.

Just over 5 months later, I checked in, but I didn't reach my target...

I surpassed it!

As of the morning I wrote this, I weighed a much healthier 208lbs. I know that may sound like a lot to some of you, but as a 6'7" tall man, that's not that bad (I think/hope haha).

I had lost 35lbs of body weight in 5 months and for the first time in almost 6 years, I was proud of my body again!

What's more impressive is that I had also gained over 10lbs of pure muscle in that time, which means I'd actually lost 45lbs of body fat during that period.

This encouraging progress kept me going, and for the next few months I was fine, but eventually started getting bored about the 8 month mark. I had done what I set out to do and started losing motivation.

After a few weeks of floating and not really working out, I decided I needed to do something to finish the year strong and set a good example - to myself and others - that I can commit to an entire year of anything.

In early October I decided to set myself a 60-Day Pre-Christmas challenge cutting out a bunch of things I loved as a test of my own will power and self-discipline (more on that later).

The motivation behind this was not only a willpower challenge to see what I was made of, but at the end of the challenge I was going to do a physique photoshoot to show my progress. This absolutely terrified me because I had never put a picture of me without a shirt on the internet before and that made me very nervous, but also kept me motivated to be disciplined.

The day I am writing this is the day I finished the challenge and I think that my final results speak for themselves.

After around 11 months from the start of my health journey, I checked in again and was now down to an astounding 190lbs and had gained another 10lbs of muscle in the past 6 months.

So in around 11 months I had:

- **Lost 74lbs of body fat**
- **Gone from a 38” waist to a 32” waist**
- **Lost 54lbs of body weight, and**
- **Gained 20lbs of muscle**

At age 38 as a super busy multi-entrepreneur and Dad to 3 kids 5 and under, I simply cannot believe I now have 6-pack abs and am in the best looking shape of my life! I honestly didn't think that was possible for me at the start of this journey.

Isn't it amazing what commitment and consistent effort can do to transform your body and your life?

What's most important is that I am healthier than I've been in a decade and I have the energy and zest for life of someone half my age, and in many ways much more!

I'm not going to lie and say it was really easy... but, and you'll be glad to know this... it was a hell of a lot easier than I thought it would be!

What's crazy is that I did not count a single calorie during this time, did no extra cardio outside occasional adult basketball once every week or four, and an occasional 8-10-min warmup of basketball before my weights workout a few times a week.

A simple diet that leaves you in a caloric deficit, coupled with activity multiple times a week is all it takes to lose weight. And if you stick at it long enough, make adjustments along the way and don't give in to the weakness inside you too often, you can have nay body you want!

My results are living proof that once you have the right plan, all you have to do is stick to it and the results will happen over time! They have to!

*Want to know the secret to my success?*

**STEP 1:** I created a plan based around science and experience.

**STEP 2:** I executed that plan 90% of the time.

**STEP 3:** I learned to enjoy the journey.

**STEP 4:** I did what I set out to do and stuck with it until I surpassed my goals.

In this eBook I will describe exactly what I did in phase 1 to lose 45 lbs. of body fat and gain 10+ lbs. of muscle in less than 5 months, and tell you all the things I did – good and bad – to get me there.

I will also discuss the changes I made in phase 2 of my journey to lose even more weight in the last 2 months and reveal the 6-pack abs, that quite honestly were beyond my dreams at the time. I thought those abs were lost forever once I became a busy dad and businessman.

For years my wife told me that she didn't care about my body and that it looked fine. But after seeing the version of me with a defined 6-pack and muscular arms, it's quite obvious which one she actually prefers.

For now, I want to focus on how to start and what to do, as that seems to be the biggest challenge for most people who have the desire to lose weight, become healthier or both.

You can learn from my many mistakes and make better decisions than I did, and you can also learn from the wins I had so you can have more victories too!

There is nothing complicated about what I did and I believe anyone with the willpower and drive to become healthier can follow these steps, adapt to their outcomes and get similar final results that I did.

Here's my personal promise to you... If you can stay committed and keep your promises to yourself, then health, success and personal pride can and will be yours, my friend!

So the only question now is... are you with me?

Are you ready to start your journey to a healthier, sexier you?

I think that its time you actually started taking yourself seriously and started living the kind of life you're capable of, instead of the rut you've slowly fallen into.

Nobody wants to live the same year over and over again and call that a life - you should want to experience all that life has to offer and present the best version of yourself to the world every day!

Everything you want is on the other side of making a single decision to commit to something that will make you better, and this course is the perfect place to start and will have a supremely positive ripple effect across your entire life!

So what are you waiting for?

**LET'S GET STARTED!**

*Patrick Manifold*

AUTHOR, SPEAKER & ENTREPRENEUR

# **MY 7 SIMPLE STEPS TO HEALTH & SUCCESS**

## **STEP 1: DISGUST & DECIDE**

True transformation begins with an honest look in the mirror. For me, it was the moment I became so disgusted with my reflection that I knew I had to change. I realized I wasn't living up to my own standards or setting the example I wanted for my family or followers. That day, I made a pivotal decision: I decided who I wanted to be. This step isn't just about recognizing what you don't like—it's about defining the person you aspire to become. Raise your standards, set a goal that challenges you but feels attainable, and make the commitment to take action. Who will you decide to be?

## **STEP 2: MAKE A COMMITMENT TO PROGRESS**

Transformation isn't just about goals—it's about committing to the journey. My "why" was clear: I wanted better health for a longer life with my children and grandchildren, and I wanted my outer appearance to reflect the person I felt like inside. Defining your "why" gives you a reason to push forward on tough days and stay focused when motivation wanes. What's your

"why"? When you align your goals with a deeper purpose, progress becomes not just possible, but inevitable.

### **STEP 3: CHANGE YOUR DIET & NUTRITION**

What you eat and when you eat are the cornerstones of any successful transformation. I focused on high-protein meals, incorporated intermittent fasting to optimize fat loss, and allowed myself weekly cheat days to stay sane and satisfied. These small, consistent changes to my diet helped me build muscle, shed fat, and sustain my progress without feeling deprived. The key is to find a nutrition plan that works for your lifestyle and supports your goals. Remember, it's not about perfection—it's about making smarter, sustainable choices every day.

### **STEP 4: CREATE YOUR EXERCISE ROUTINE**

Consistency is key when it comes to exercise, and I committed to a simple but effective routine: 4 to 5 days a week of balanced workouts combining weights, light cardio, and occasional team sports. By focusing on a mix of strength training and movement I enjoyed, I not only built muscle but also made fitness a sustainable part of my lifestyle. Find activities that you love that align with your goals, and

remember—progress doesn't come from endless hours at the gym, but from showing up consistently and putting in the work.

## **STEP 5: TRACK YOUR PROGRESS & HEALTH METRICS**

Tracking your progress is essential to staying motivated and on course. I used progress pictures, a smart scale, and a WHOOP device to monitor changes in my weight, muscle mass, and overall health. By keeping detailed data and notes, I could see how my efforts translated into results, which fueled my drive to keep going. Whether it's a WHOOP like me, photos, data, or journaling, find a tracking method that works for you. Watching your progress unfold in real time is one of the most rewarding parts of the journey.

## **STEP 6: DISCIPLINE & DEDICATION**

True transformation requires discipline and unwavering dedication. There will be tough days, but staying positive, motivated, and mentally strong is what separates success from failure. I focused on small daily wins, kept my goals in sight, and reminded myself why I started whenever I faced challenges. Dedication isn't about perfection; it's about showing up, putting in the effort, and trusting

the process. Stay strong, and you'll see the results of your hard work unfold over time.

## STEP 7: CELEBRATE YOUR SUCCESS

Every step forward deserves recognition. Celebrating your small victories along the way helps build momentum and keeps you motivated. I made a promise to reward myself with something big when I hit my goal, and that commitment fueled my determination. Whether it's new clothes, a special trip, or a meaningful experience, choose a reward that inspires you to stay the course. Remember, transformation is a journey—honor your progress and the hard work that got you there!



# **HERE'S EXACTLY WHAT I DID TO GO FROM DAD BOD TO DREAM BODY IN 11 MONTHS**

## **WHERE I STARTED**

I stepped on the scale and saw I weighed 25 lbs. more than what I was comfortable with, and 43 lbs more than my dream weight. I stripped naked and looked at myself in the mirror and was disgusted with what I saw. That is not the person I want to be, that is not the example I want to set for others and my children.

## **PROGRESS PICTURES**

I wish I had of taken pictures at this point but I didn't. I guess I was too ashamed to even let my wife see me like that, let alone have proof of it forever. This is easily my biggest regret out of this whole process. I would pay thousands to have a before picture to go alongside my final picture. You should learn from my oversight and take pics from all angles standing and sitting. Although this will be really uncomfortable, you will love the side-by-side comparison that you can make at the end.

## **CUT OUT YOUR BIGGEST PROBLEMS FIRST**

I made a commitment to cut out the biggest problems first. For me, it was daily alcohol use, too many sweet treats and late night snacks (basically full delicious but very unhealthy meals) before bed. Cutting these things out saved me 5,000 to 10,000 calories a week immediately.

## **GO TO BED EARLIER**

In order to make late night cravings less of a problem I started going to bed earlier. This allowed me to wake up earlier and fit my exercise routine around my busy lifestyle as a father of 3 and multi-entrepreneur.

## **WORK OUT 4 TO 5 TIMES PER WEEK**

I committed to working out 4 to 5 times per week before I went to the office. I started going to bed at 9:30 PM to get my 8 hours of sleep in before I woke up at 5:30 AM every day. I started with 8-10 mins of light cardio as a warmup (normally basketball for me, but you could do any cardio you liked), then worked out with weights for 45 minutes (followed by a 30 gram protein shake).

Then I hit the sauna for 20-minutes and read a book that whole time. I would recommend

doing less weights and more cardio if you would like to lose more weight quicker. 30-minutes of cardio and 30-minutes of weights would be an ideal daily split. Just do both as hard as you can otherwise you're wasting your time.

## WHAT TO DO AT THE GYM

My workouts consisted of a 2-bodypart split with a 10-12 rep range. Here's what a typical week of weights workouts looked like:

**Monday:** Chest, Triceps & Abs.

**Tuesday:** Back, Biceps & Abs.

**Wednesday:** Shoulders, Legs & Abs.

**Thursday:** Chest, Triceps & Abs.

**Friday:** Back, Biceps & Abs.

**Saturday:** Off.

**Sunday:** Rest day.

*Tutorials for each of these exercises can be found on YouTube. If you get stuck, shoot me a message and I can send you some helpful info.*

## INTERMITTENT FASTING

I committed to intermittent fasting. My last meal was around 6 PM each night and I did not consume any calories until 12 PM the next day when I had lunch, giving me a daily 18-hour fast and 6-hour feeding window. 4 Months in I started having a 300 calorie/30 grams of protein shake after my workout before the sauna to feed my growing muscles after workouts.

As someone who loves food, I always said I could never do intermittent fasting, but after a couple of weeks your stomach shrinks, you get used to it, and you enjoy your food much more. If I can do it, so can you!

## LUNCHTIME

My lunch usually consisted of a protein packed rainbow salad and a flavoured 0 calorie sparkling water. (AHA is my favourite brand). I have a sweet tooth so I would often have 1 square of 90% dark chocolate to stop the craving. Other lunch options included eggs on toast, soup and a salad, or grilled cheese if I was short on time.

## DINNERTIME

My dinners were normal food, but smaller portion sizes than I usually have and with no

added salt. I tried to cut out unnecessary carbs and lessened my portion sizes of them and replaced normal fries with sweet potato fries.

I would try to have vegetables or salad with my dinner and 40-80 grams of protein whenever possible to fuel my growing muscles. My typical meals included chicken fajitas, cheeseburgers and sweet potato fries, breaded chicken burger and sweet potato fries, spaghetti and garlic bread, homemade pizza, chicken and vegetables with takeout on Friday nights (usually McDonalds, Wendys, KFC or A&W - the kids always decide).

## **TEAM SPORTS FOR EXTRA CARDIO**

I hate cardio for cardio sake and always have, so I much prefer to play a team sport to burn some extra calories. Occasionally on Wednesday nights I would go and play recreational basketball at a local high school with a group of men and women over 30. It was a slow pace, but normally a good hour or so of steady state cardio, and the best cardio I got all week by far. Due to school hours and breaks it was not available all the time, and I could not make every week due to my busy life, but I probably went 50% of the Wednesdays throughout the year.

## LAZY SATURDAYS

Saturdays I took off from working out but still maintained my intermittent fasting and as a rule, I did not have a protein shake on days I didn't lift weights. I would recommend working out Saturday mornings (specifically cardio). I did not because I only get 2 days a week to be in bed for my kids to snuggle in the morning, and I did not want to give that up, but depending on your situation, you certainly could get some extra cardio in that day if you wanted to.

## CHEAT DAY

Saturdays were also my cheat days. I would recommend just having one cheat meal a week, but I needed a whole evening because I am a greedy bastard lol. So I would have homemade pizza, wine, beer, chips and dip and a few more (okay 8) adult drinks at night.

I'd typically stay up later on a Saturday night – it was my one deviation and indulgence which I need for my sanity and to keep me on track.

Please note: If you do this it will cause you to gain a little weight, so if you have the willpower to avoid eating and drinking like a pig for an entire evening, you should do so, and you will reach your goal much faster.

## **EVEN LAZIER SUNDAYS**

Sundays would be the only day of the week that I would break my morning fast and have breakfast because it's a family tradition to have a family breakfast on Sunday. If you can avoid this, great – if not, I smashed my goals despite this one day of breakfast, so do what's best for you. I did not hold back either, and Sunday morning family breakfasts usually consisted of bacon and cheese sandwiches, pancakes or waffles with lots of maple syrup, fruit and squirty cream. Again, obviously this is going to slow your progress, but life is about enjoying the journey, and this was the day I did that and it did not impact my kids or family traditions.

## **STAY CONSISTENT**

I did slight variations of the above week after week for most of the year. Sometimes I was more disciplined, sometimes I was less, sometimes I caved on a random Wednesday night and had a beer after basketball, sometimes I said no to cheesecake at events.

The bottom line is I did not go far off the track very often, and when I did I always got back on quickly. That right there is the true key to long term success!

## REPEAT WHAT WORKS

Slow progress beats no progress, and most people get caught up and think they failed because they did not lose a ton of weight in a short period of time, but I promise that if you consistently live in a caloric deficit, eat small portions of nutritious foods and exercise multiple times a week, you will lose weight, you will gain muscle, and you will become healthier.

**JUST      KEEP      GOING**



# **HERE'S ALL THE FINER DETAILS:**

In an attempt to leave no stone unturned and give you the exact blueprint on how I achieved these dramatic results, I want to be completely transparent about all areas of my life and the decisions and actions I took to make my goals a reality. This way, you can replicate my success in the easiest and quickest way possible.

*So here are the finer details:*

## **WEIGH-INS:**

I weighed myself every morning after I peed using a Smart Scale and App. This is great because you can track everything including your water weight, muscle weight, etc. and track them over time to see changes that a typical weight only scale could not give you. Later on in my journey I synced the scale to my Whoop band so I could track the data in real time and see trends over the course of the weeks and months to follow.

## **SLEEP:**

Sleep is really important to your health and recovery and this process taught me that. I used a Whoop device to track my sleep quantity and quality and it has completely transformed my sleep habits and dedication to getting a great recovery. For me, I learned that my magic number was 8 hours. I can function well on 7 hours, but any less than that and I am missing a step and not firing on all cylinders. Find your magic number and stick to it - but shoot for 8 at the beginning and track the data to improve and dial it in over time.

## **CALORIE & ACTIVITY TRACKING:**

I used the Whoop band to track all my calories burned and time spent doing physical activities. Again, once you start actually tracking this stuff it becomes so much easier to see how certain activities are helping or hindering your process.

## **COUNTING CALORIES:**

I did not count a single calorie throughout this entire process. The idea of getting my wife to measure out food and doing the calculations sounded so horrible I never wanted to get into it. If you have smaller portions than what you used to and make a few smarter choices, you are going to make much faster progress than before making consistently better choices. The

only exception is when I was eating a bar or bag of chips or a drink.... I might look at the label and pick the option with less calories or fat.

### **SAUNA:**

The sauna has so many health benefits, and my gym has one so I used it. I obviously shed some extra water weight each day and my body burned more calories doing it, but if you don't have access to a sauna, do an extra 10- 20 mins of cardio and you will get similar weight loss results. I like it for the deeper health benefits and I used the sauna for 15 to 20- minutes each day to read a book. I finished 8 300-400+ page books in 11 months just by reading for 15 to 20- minutes a day 4 to 5 days a week, which for me was awesome as I am usually too busy to set time aside to read.

### **BEDTIME CHALLENGES:**

As a self confessed night owl, the biggest challenge for me was going to bed on time. But by going to bed so much earlier I never got the 10 PM cravings for chips, cheese, beer and wine that I was eating every night before. This alone saved me on average 5 to 10,000 calories a week. I need 8 hours a sleep a night to function optimally, hopefully you need less, but whatever your number is, you must find a

way to get close to it consistently. Tracking all my sleep and recovery data on the Whoop was an absolute game changer and gave me the extra motivation I needed to sacrifice my bad habit evenings for my healthy mornings.

### **MOTIVATION:**

Motivation is hard, but if you can make a promise to yourself and your family, that should be enough to hold you accountable. Get as much of the crap food out of your house as you can and stay busy throughout the day so you don't snack. If you feel hungry drink water or a zero calorie sparkling water with a little flavour to take the cravings away. I've become obsessed with AHA's as a replacement for beers, so maybe give them a try. Follow tough love motivational people on social media and follow more fitness pages to keep you on track. And of course, make sure to follow me @PatrickManifold and I will give you lots of inspiration to be your best self!

### **PROGRESS PICTURES:**

Make sure to take progress pictures throughout your journey. Once a week at best and once a month at worst. Again, this is something I wish I had of done throughout the whole process, so learn from my mistake and take weekly or monthly progress pictures to see how far

you've come and give you extra motivation to stay on track with your sacrifices and commitments.

### **SET YOURSELF A BIG REWARD:**

At the beginning of your journey, make sure to set yourself a nice, big, fun reward that you'd love, and if you reach your goal, you must keep your promise to yourself and do that thing. It could be a new wardrobe, a trip, a new piece of jewelry or something completely unique to you. I promised myself I would buy a new wardrobe if I met my goal. And seeing as I went from pushing a 38 inch waist to now slipping effortlessly into 32 inch waist jeans, I have no choice but to keep my promise. Spoiler alert: Be prepared to need a bunch of new clothes when you shed all your excess fat. But it will be the best shopping spree you ever go on!

### **WHOOOP BAND:**

The Whoop band was a real game changer for me, and honestly was the catalyst for so many changes that I made based on data instead of instinct. I mentioned it a few times already, but there are so many benefits from wearing this thing. Not only does it help me keep track of my sleep quality, efficiency and other sleep metrics, but it's like a challenge and a game for me to try and get the best recoveries possible,

so it's perfect for someone who likes to gamify things and compete against yourself.

It also tracks your calories burned, all the activities you do throughout the day, your steps, heart rate and variability and even your respiratory rate, sexual activity and body temperature. It really is amazing and it keeps getting better over time. I could talk about the benefits of this thing all day, but if you want to experience it in your own life, you can get your own Whoop via this link:

[join.whoop.com/Manifold](https://join.whoop.com/Manifold) And, you can also send me a message as I may have a discount code for you, depending on the time of the year.

## **ACCOUNTABILITY:**

One of the best things you can do to stay on track is find an accountability partner. I worked out alone because I am used to doing that and don't always like having a workout partner, but if you have one or need one, then by all means use them. Either way, make sure you share your goals with someone close to you – ideally someone you live with, and tell them how important this goal is to you. You can also pick up one of my Action This Day journals to help keep you inspired and hold you accountable on your personal development journey. These are available on Amazon all around the world, just

search "Action this Day Manifold" and you'll find it, or click the link in my bio on Instagram.

### **EXTRA CARDIO:**

Once a week on occasional Wednesdays I would play basketball at an adult session. It was not on all year round as it was based on the school's gym schedule, and I couldn't make it every week, but when I did go this was always my biggest calories burned activity and was very helpful in my weight loss journey. I hate cardio for the sake of cardio (hopefully you don't), but if you do, try and find a sport to play locally so you can lose weight while having fun and do cardio that doesn't feel boring like running on a treadmill. I burned on average 750 - 900 calories in less than 90-minutes.

### **ALCOHOL INTAKE:**

I used to average 1 or 2 beers and 1 or 2 glasses of wine a night. On weekends that would easily double or even quadruple. I really enjoy beer, whiskey and wine, so cutting back on alcohol was a challenge for me, but it's really bad for you, your sleep, your heart and your recovery (and the Whoop data confirms this for me unfortunately) and it's jam packed full of empty calories, so if possible, cut back as much as you can. If a friend came over to my pub for drinks mid-week I would have a couple

beers, and Saturdays I would let loose a little, but for the rest of the week I would not touch alcohol and it made a big difference.

### **IN SEARCH OF ABS:**

My abs showed up very slightly about 3-4 months in, then I upped my ab exercises volume and as my body fat continued to drop they revealed themselves even more. 5 months ago I could not see any of my abs – now I can see a clear 6-pack.

People see me in the sauna and ask how to get abs like mine, and I joke saying you probably already have abs like this, you just can't see it because of bodyfat. That is the key. No matter how big your abs are, they won't reveal themselves until you get your bodyfat to at least below 20%.

### **PHASE 1 (MONTHS 1 TO 9) CONCLUSION:**

I followed the plan I laid out above for 5 months and gained 10+lbs of muscle and lost over 45 lbs. of body fat. I could have done it faster if I was more disciplined, worked harder or pushed myself to the limit, but I wanted to lose the weight in a healthy way while also not starving myself of all the things I liked.

If you want a similar result then follow my lead. If you want the same result in less time then be more disciplined. If you want the same result in a year that I got in 5 months you can be less dedicated than I was – it really comes down to your lifestyle, how much you want to lose and how quickly you want to lose it.



# **PHASE 2 (MONTHS 10 & 11): MY 60-DAY PRE-CHRISTMAS CHALLENGE**

I hit a bit of a slump around September and lost a lot of the motivation that got me started. My body was looking so much better than it did before, I was much healthier and had lots more energy and was proud of myself.

That's when boredom and satisfaction kicked in and derailed my progress. My gym efforts were becoming less consistent and my snacking and overeating was returning.

In early October I decided I wanted to finish the year strong and started brainstorming with friends and family about what I could do to motivate myself to stay consistent until the end of the year and finish strong, like I always teach my readers to do.

In order to stay motivated, I agreed with my team to do something I had never done before; do a physique photoshoot to take pictures of my body and post it online.

This scared me so much - I'm not sure why. I guess the idea of being judged by potentially the entire world was really scary, or maybe it's just the reserved Englishman in me, but it was

certainly a great motivator to stay disciplined and keep working hard.

I knew Christmas was coming up and I wanted to enjoy all the amazing foods and drinks that I like to indulge in over Christmas without any guilt. I knew I'd gain weight over the Holidays so I wanted to lose extra weight now so I could put it on without feeling bad about myself.

So my team and I came up with the idea to do a 60-Day Pre-Christmas challenge where I would completely cut out ALL:

- **SUGAR**
- **SODA**
- **SNACKS**
- **CANDY/CHOCOLATE**
- **CHIPS/CRISPS**
- **ALCOHOL &**
- **PROCESSED FOODS**

This was a huge undertaking for me, because up until this point I was not depriving myself of anything for very long. The idea of going 60 days without any of these things I love was a massive challenge for me... but I hoped that if I could manage to accomplish it, that I could inspire thousands of people to take on smaller challenges that would benefit their health,

improve their self-esteem and also increase their happiness.

While cutting out all of these food and drinks, I continued my 4-5 day a week early morning workout routine that I had been doing all year and things went really well!

Somehow, I was able to muster up the self-discipline to crush my challenge without a single slip up, and that's honestly something I'm really proud of! It was way harder than I thought it would be on Saturdays because that's my cheat night, but during the week it was actually way easier than I thought it would be.

That's an extreme challenge, and you don't have to do that, but it's an example of what can be done if you put your mind to it. I am no more special than you are, we are both capable of doing what I did. But hopefully if nothing else it *inspires you to think "If Patrick can cut out all of that for 60 days, surely I can cut out just one of them"* and then build momentum from there. But start small and maybe cut out one thing and see if you can do it, and go from there!

**I Believe In You!**

# CONCLUSION

So, there you have it! There's all the details about how I lost over 70lbs of fat and simultaneously gained 20lbs of pure muscle in less than a year, and became a hell of a lot healthier in the process!

If you want to know the biggest takeaway, it's that losing weight and staying disciplined is really not as hard as everyone makes it out to be. Sure it's hard and scary at first, but you'll be surprised how quickly you adapt to it.

It does take sacrifices and consistent effort and action, but it gets easier and easier as you go. When you start making progress it inspires you to make better choices and keep going and not ruin your momentum.

If I can do it, so can you, and now you have an exact plan of how to do it, you will get the exact results you are committed to if you just stick with the plan and keep adapting to the results your body gets from your efforts.

At the end, you will not only be much slimmer, much more muscular and feel amazing, but your health will be so much better. You will become an example of what's possible to those around you and inspire others to take their health more seriously.

Your new clothes will perfectly fit your slimmer shape, people will compliment you everywhere you go, and best of all, you can look yourself in the mirror and be proud of the person standing in front of you.

Remember: Knowledge alone is not power, but applied knowledge is!

I say that to remind you that knowing is not enough, you must actually do. So take what you have learned here from me and put it into action right away!

Don't delay, take action TODAY!

Here's what you can do to get started: Send me a message on social media so I can congratulate you on taking the first step in your health and fitness journey. I will follow you as an extra motivator to keep you going on your health and fitness journey, because you know I will be watching!

You really do have the power to transform your body and your life. Believe in yourself, stay committed, and you will achieve your goals faster than you ever thought possible!

I'm rooting for you, my friend!

Sincerely, Your Friend & Coach,

  
AUTHOR, SPEAKER & ENTREPRENEUR

# THE BETTER LIFE BLUEPRINT



## Are You Ready to Take Your Entire Life to the Next Level?

Congratulations on reaching this point in your journey! If you've made it this far, you've proven one critical thing—you're ready for change. You've already seen what's possible when you take control of your body, your health, and your confidence. But this is just the beginning.

What if I told you that the transformation you've experienced so far is only a fraction of what's possible? What if you could take everything you've learned, build on it, and completely upgrade every area of your life? Your **relationships, your finances, your career, and your happiness—all at once.** That's what *The Better Life Blueprint* is all about.

## Stop Settling for “Good Enough”

You’ve seen what happens when you stop making excuses and start taking action—your body transformed, your confidence skyrocketed, and you became a better version of yourself. But let me ask you this: Why stop there? If you’re still coasting in other areas of your life, you’re holding yourself back from true fulfillment.

- Do you feel like your career is stuck in neutral while your potential remains untapped?

Are your finances causing you stress, leaving you stuck in survival mode instead of thriving?

Are your relationships as strong, loving, and fulfilling as they could be?

- Do you wake up every day with passion and purpose, excited to live your life?

*If not, then The Better Life Blueprint is your next step. This course will arm you with the exact tools, strategies, and mindset shifts you need to transform your life from the inside out.*

## Why Settle for Average When You Can Be Extraordinary?

This isn't just about improving one area of your **life—it's about leveling up your entire existence.** *I created The Better Life Blueprint* because I know firsthand what it's like to feel stuck, to feel like you're not living up to your potential. I also know what it feels like to break free, to rewrite your story, and to build a life that you're proud of every single day.

You owe it to yourself—and to the people who look up to you—to live the life you were born for. A life full of energy, purpose, passion, and success. The blueprint is ready for you. All you have to do is follow it and commit to the work.

### **This Is Your Moment — Don't Let It Pass**

You've already proven to yourself that you can achieve incredible results when you take action. Don't stop now. Take the momentum you've built and use it to create the life of your dreams. Imagine looking back a year from now and realizing you've completely transformed—not just your body, but your mindset, your relationships, your finances, and your career.

This isn't just a course—it's a roadmap to becoming the best version of yourself. Stop waiting for the “perfect time” that will never come. The time is now. Your future is waiting.

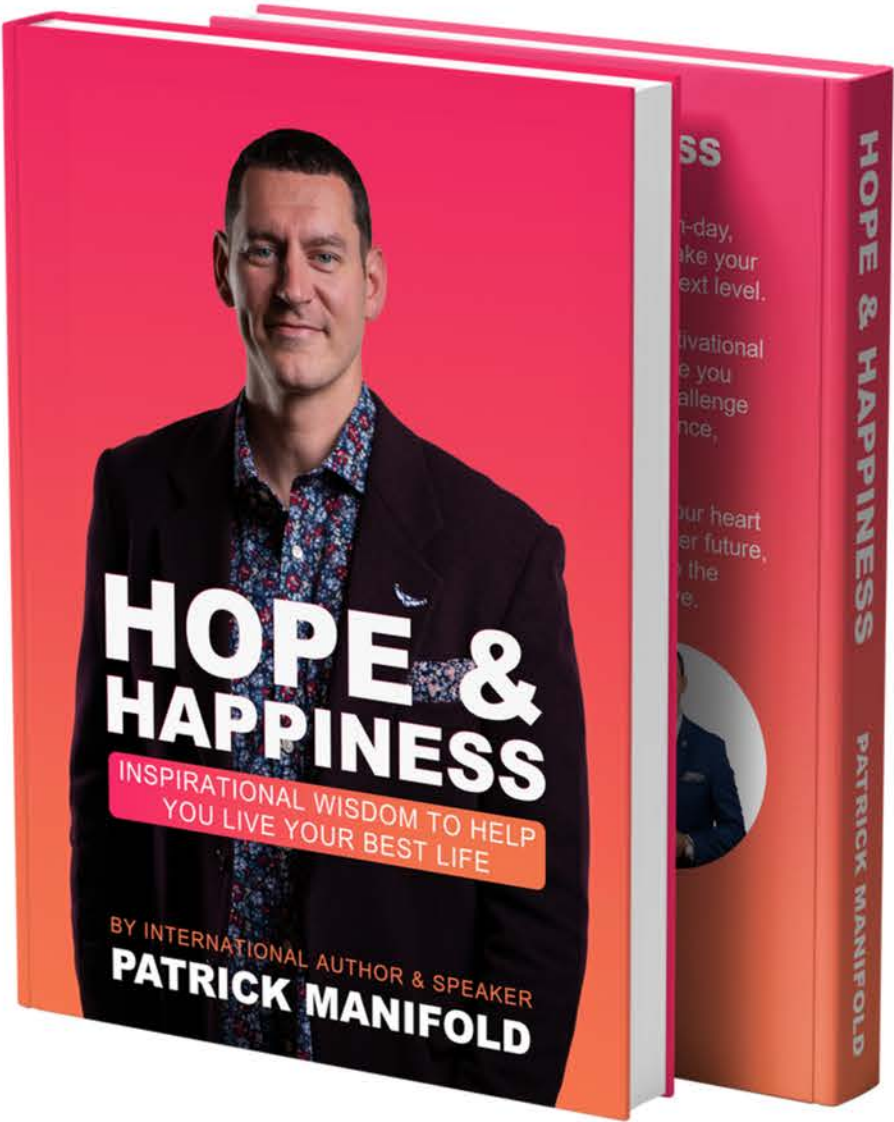
Click here to join *The Better Life Blueprint* and start your journey to the life you deserve.

Let's goooo!!!

**BETTER LIFE BLUEPRINT**

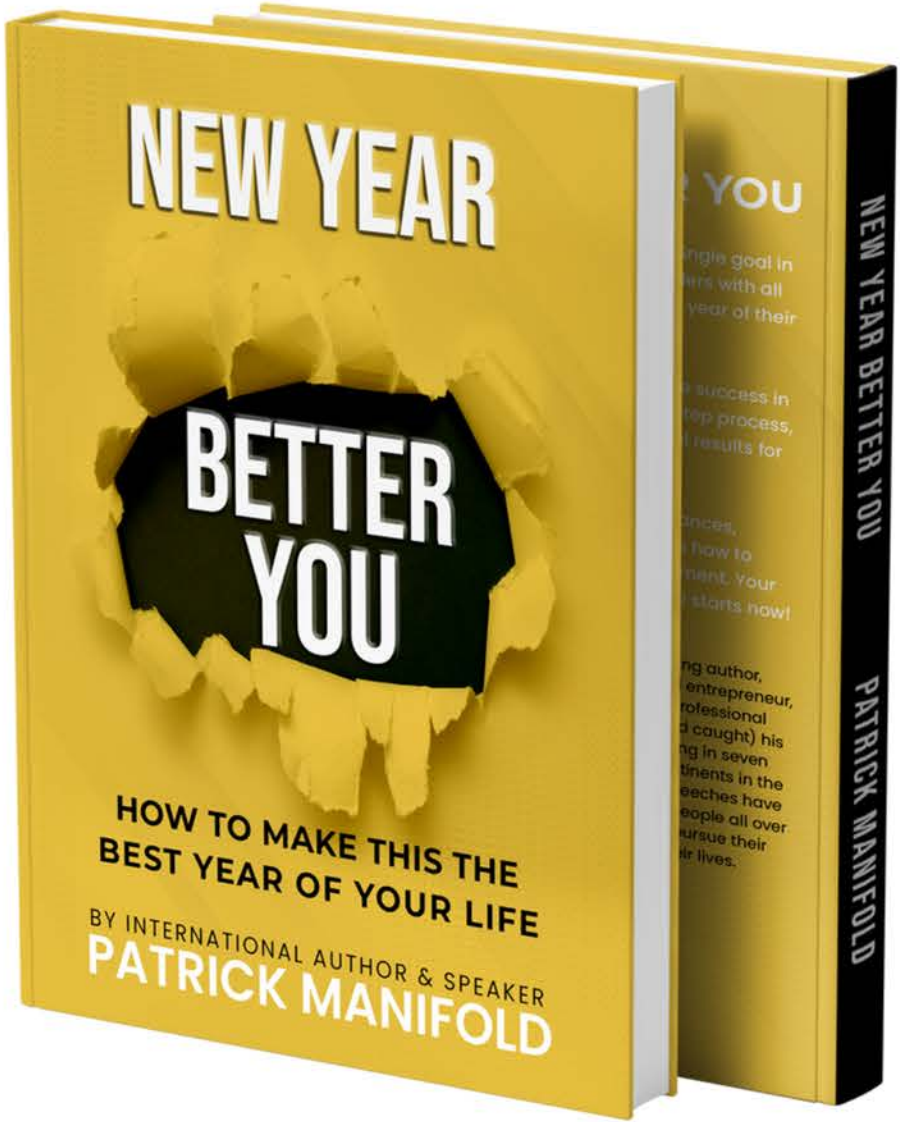


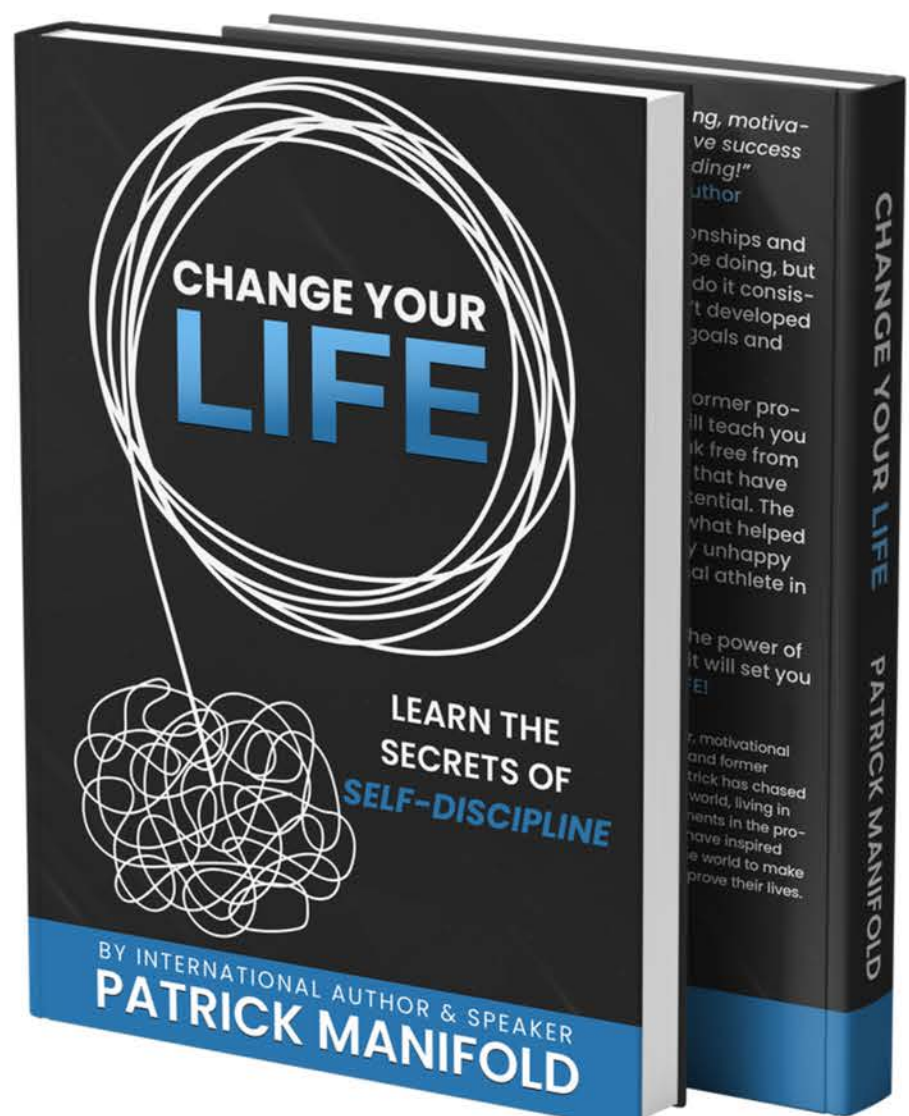
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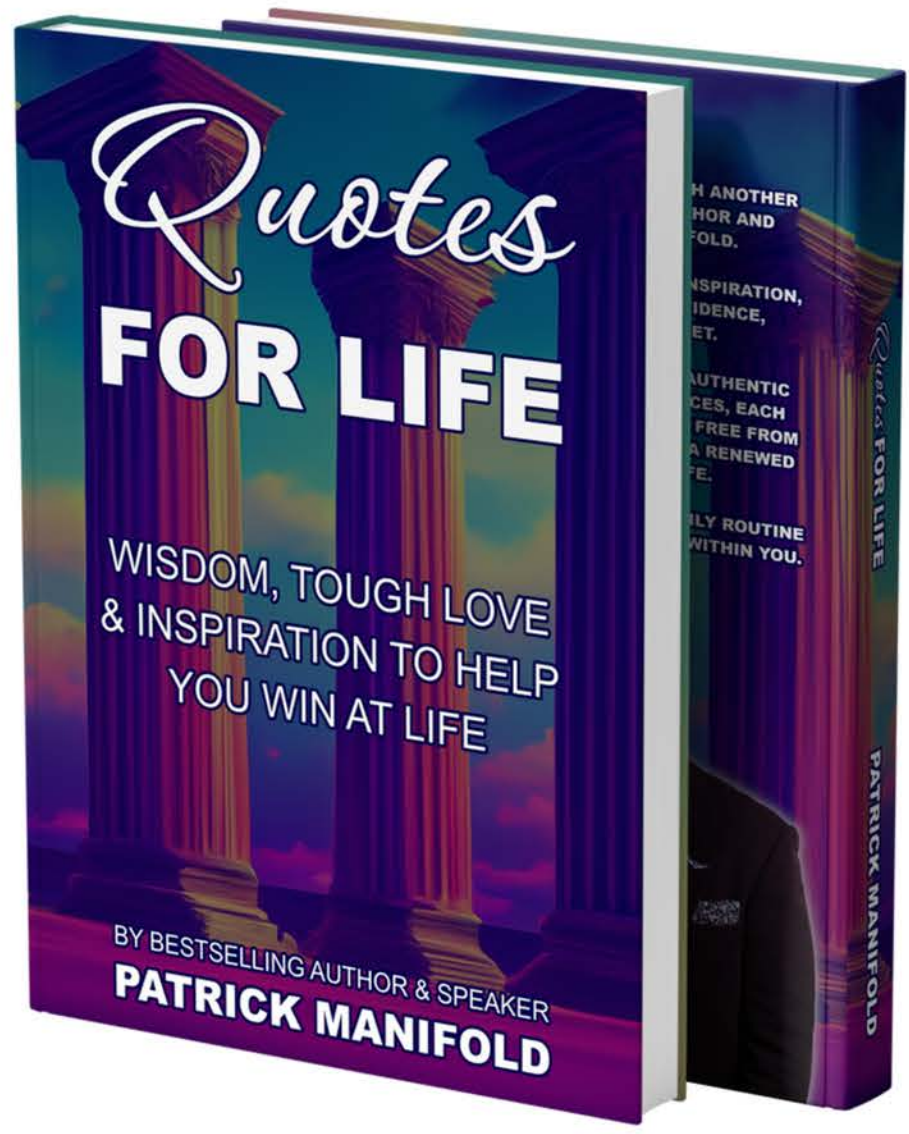
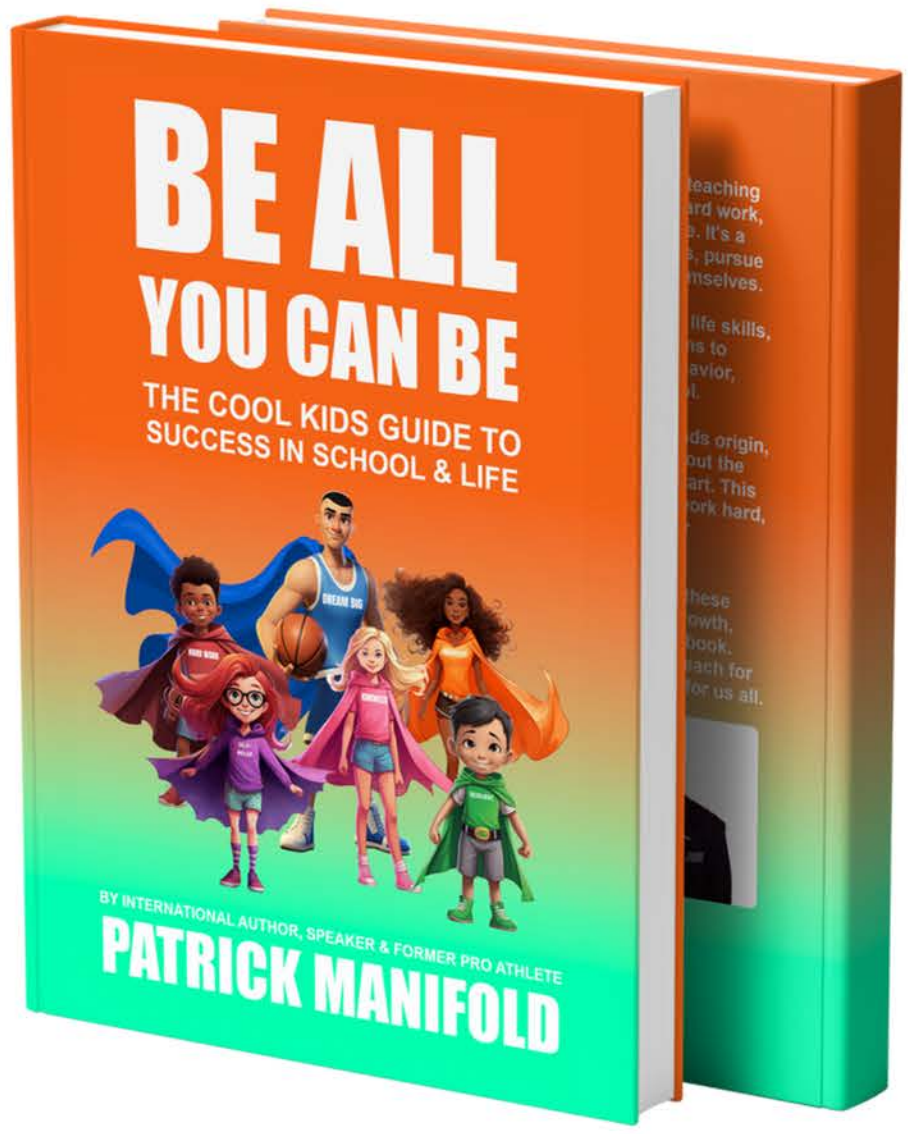
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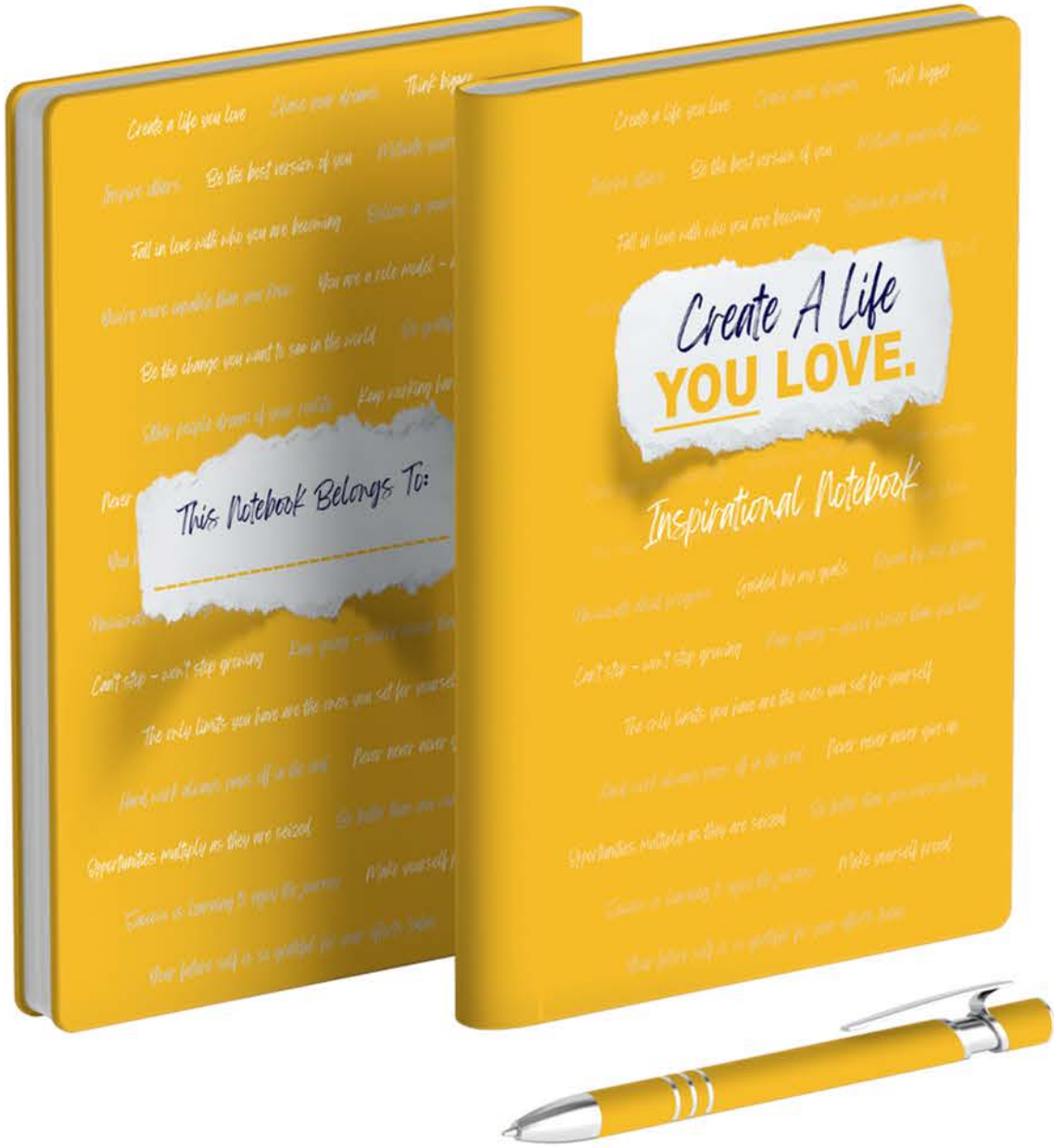
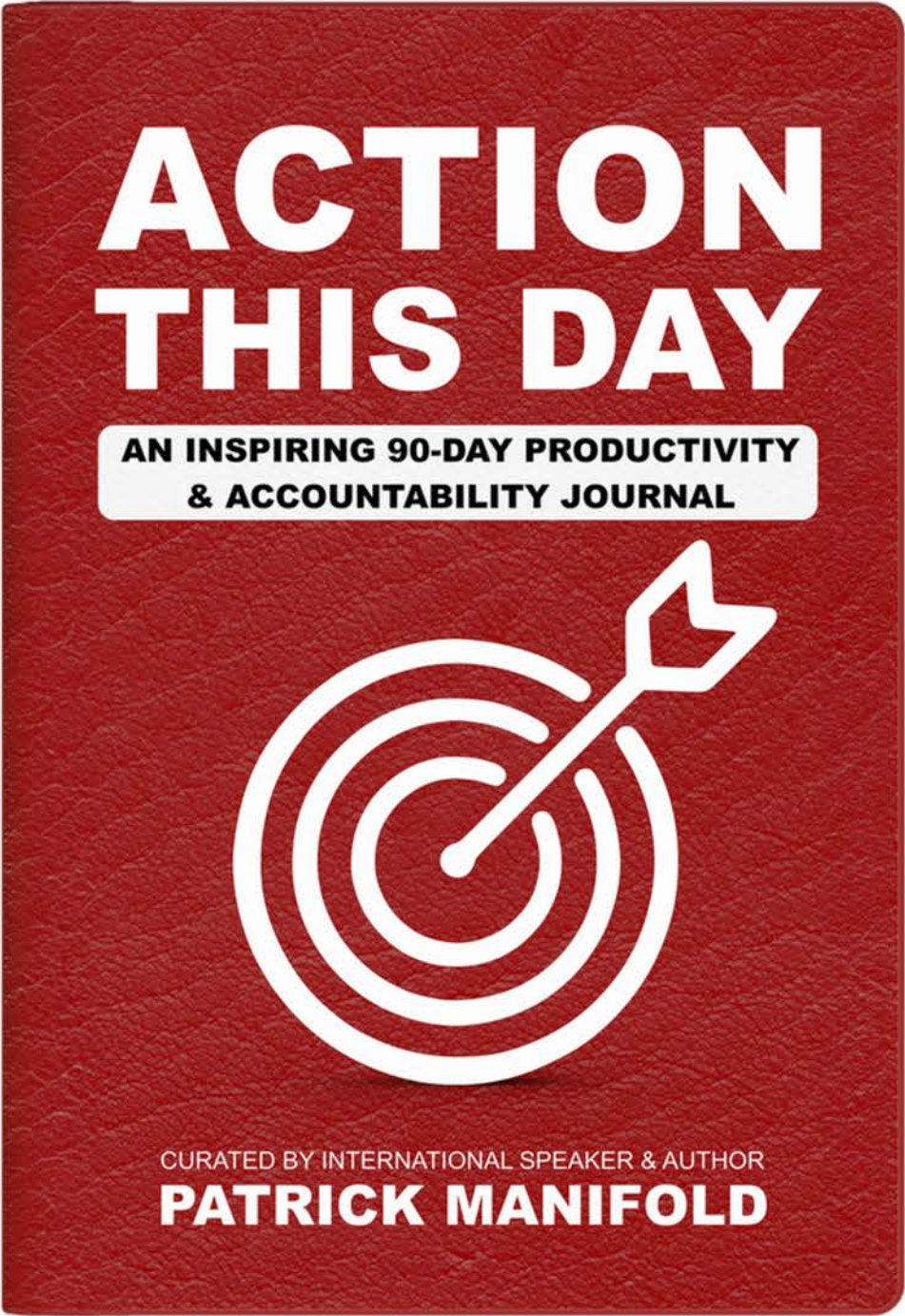
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