



REFORM
10 WEEK TRANSFORMATION



***LIFE CHANGING
FAT LOSS GUIDEBOOK***

INTRODUCTION

This guide is the culmination of over 15 years of experience working with women on their fat loss journeys, incorporating proven strategies that deliver life-changing results. Designed to offer you simple, effective and sustainable methods for training, nutrition and lifestyle. This guide will help you achieve your transformation without confusion or overwhelm.

Our tried-and-tested approaches have helped countless men and women accelerate fat loss, break through plateaus and improve their overall health and wellbeing, all while seamlessly fitting into their everyday lives. This isn't about quick fixes, it's about making lasting changes that will transform your body, boost your confidence and enhance your quality of life.

If you're ready to take charge of your journey, this guide will provide you with the structure, support, and knowledge you need to make your transformation truly life-changing. Let's get started!

Lewis Brookes



START WITH A GOAL

Having clear goals is essential to your success when striving to achieve something. Setting specific and measurable objectives provides you with a clear target and a structured plan to follow. Without well-defined goals and a strategy in place, it's no surprise if you don't reach your desired outcome.

Ensuring your goals are specific, measurable, attainable, relevant, and time-bound (S.M.A.R.T.) greatly increases your chances of achieving them. For example, a goal like "I want to lose 12kg, measured by fasted scale weight" is a S.M.A.R.T. goal. It's specific (losing 12kg), measurable (using fasted scale weight for consistency), attainable (depending on your starting point), relevant (to your health and fitness objectives), and time-bound (with a set deadline). On the other hand, a goal like "I want to lose weight" isn't S.M.A.R.T. because it lacks clarity and measurable criteria.

Now that you've got the basics of goal setting, it's time to set your own! Use the template below to guide you through the process. Each step will help you stay focused and motivated as you work towards your goals. Whether you're aiming for short-term or long-term success, take your time, get clear, and really think about what you want to achieve!

Question	Answer
What's your end goal?	
How will you measure your progress?	
Is anything in your way?	
Is this goal realistic?	
What might hold you back and how can you fix it?	
When do you want to achieve this by and why?	
What milestones can you track along the way?	



TRAINING

When it comes to training for fat loss, I believe the key principles are maintaining a high training frequency, ensuring good training intensity and focusing on exercises you genuinely enjoy. To begin with, a full-body workout routine is ideal, emphasizing big compound, multi-joint movements such as squat variations, leg presses, and rows. These exercises engage multiple muscle groups, making them highly effective for building strength and burning calories. As progress is made, transitioning to an Upper/Lower body training split with increased training volume is a logical next step. For most individuals, especially those who are not highly experienced lifters, there's no need for overly complex training splits beyond this. Regarding cardio, it's an excellent tool for fat loss, but its use should be strategic. Initially, minimal cardio around 30-45 minutes per week is sufficient for conditioning, fat loss and general health benefits. As you approach your goal, encounter a plateau, or need to create a larger calorie deficit, cardio can be gradually increased to complement your overall plan.

Here's an example of The Reform Transformation Programme to help you achieve some incredible results. If you're new to training or just getting back into it, start with Full Body. Perform this workout three days per week, ensuring you have 1-2 rest days between sessions. For experienced gym-goers, jump straight into Upper/Lower splits, repeating the rotation twice a week.

Training doesn't have to be overly complex, long durations or feature countless exercises. Instead, it should be done with proper technique, consistency and progression over time. Stick to Full Body for 1-6 weeks to build a solid foundation, then progress to Upper/Lower to continue advancing toward your goals. Remember, simplicity and steady progressions are key to seeing lasting, transformative results.



TRAINING – EXAMPLE PLANS

Full Body	
Leg Press 4 x 10	
BB Hip Thrusts 4 x 10	
DB Shoulder Press 4 x 10	
Assisted Pull Ups 4 x 10	
DB Lateral Raises 3 x 10-12	
DB Bulgarian SS 3 x 10-12	
Cable Facepulls 3 x 10-12	

Lower Body	Upper Body
RDL 4 x 6-8	Seated Shoulder P 4 x 6-8
Front Foot Elev S.S 4 x 6-8	Pull Ups (Negative) 4 x 6-8
BB Hip Thrusts 4 x 4-8	Reverse Fly 4 x 10
Lying Ham Curl 3 x 10	BB Bent Over Row 3 x 10
Leg Press 3 x 10	DB Y Raises 3 x 10
Leg Extensions 3 x 10	Cable Facepulls 3 x 10-12
Band Abduction 3 x 10-12	Cable Tricep Exten 3 x 10-12

(90-120 second rest periods in between sets).



NUTRITION – CALORIES

When it comes to fat loss, what you eat is just as important as how much you eat. It's not just about choosing the right foods, but also the right volume of foods for your individual needs and goals.

Calories are a unit of measurement for the energy we consume. They come from macronutrients: protein, carbohydrates, and fats. Calories are essential for maintaining energy balance, which is the relationship between calories taken in versus calories burned. To achieve fat loss, we need to be in a calorie deficit, meaning we consume fewer calories than we burn. Alternatively, a calorie surplus where we consume more than we burn which can lead to fat gain but also potentially increased muscle mass. For the purposes of this guidebook, our primary focus is fat loss, so being in a calorie deficit is essential.

The most effective way to determine how many calories you should be consuming is by calculating your TDEE (Total Daily Energy Expenditure). You can easily do this using our free **[Reform Calorie Calculator here](#)**. Once you have your TDEE, we can create a calorie deficit, which will help you reduce body fat while still providing enough energy to fuel your workouts and support recovery. It's all about finding that sweet spot where you're losing fat without compromising your performance or well-being. Generally speaking, I recommend starting clients off with a 20% calorie deficit for the first 1-3 weeks of training. This is an ideal starting point for most of you who may currently be in a calorie surplus or unsure about how much food you're consuming, especially if it seems like more than what's needed after calculating your TDEE. This initial deficit helps kickstart fat loss without being too drastic, allowing your body to adjust while still providing enough energy for your workouts and daily activities. If we're not seeing sufficient progress after the first 1-3 weeks, we can reduce your calories further by 5-10% off your current total intake. This will place you in a 25-30% calorie deficit, which is a more significant reduction and should start to show improvements. This gradual adjustment ensures we're still supporting your energy needs while increasing the likelihood of fat loss, all without compromising your workout performance or recovery. From there onwards, calories will be reduced as needed, staying within a 20-40% deficit based on your changing body weight. As body fat and body weight decreases, food requirements will naturally reduce, so adjustments will be made accordingly to keep you on track for fat loss. This ensures you're always eating the right amount to continue progressing while still maintaining energy for your workouts and overall health. As mentioned above, this approach is generally speaking but is hugely beneficial and should deliver incredible results. For a more tailored structure and ongoing support, my coaching service offers a personalised plan designed to help you achieve even greater success.



NUTRITION – FOOD LIST

Protein	Carbohydrates
Chicken Breast Turkey Salmon Cod/Seabass/Basa Mince (Beef/Chicken Chicken Sausages Steak (Lean Cut) Eggs Bacon/Turkey Medallions Whey Isolate or Non Dairy Lamb Greek Yoghurt Full, 5-10 or 0% Tofu Seitan	Basmati Rice Brown Rice White Potato Sweet Potato Rice Cakes Oats Quinoa Sourdough
	Fruit
	Raspberries Blueberries Strawberries Kiwi Blackberries

Fats	Vegetables
Eggs Avocado Walnuts Almonds Brazil Nuts Macadamia Nuts Organic Nut Butter Olive Oil Coconut Oil Grass Fed Butter Flaxseeds MCT Oil	Asparagus Beetroot Broccoli Sprouts Cabbage Carrot Cauliflower Celery Cucumber Green beans Lettuce Mushroom Onion Peas Peppers Spinach Tomato
Supplements	
Multivitamin Creatine Vitamin D3 Probiotics Omega 3 Magnesium	



BEYOND THE GYM

Achieving lasting fat loss isn't just about what happens in the gym. The changes you make outside of your workouts play a crucial role in your overall transformation. While it's important to maintain a happy, fulfilling life, you must also recognise the habits and choices that have contributed to your current starting position. These may need to shift if you want to see the results you're after.

I'm all for enjoying time with friends and family, and I understand how social activities can often revolve around food, drinks, and fun nights out. But for your transformation to work, it's essential that the people in your life are aware of and supportive of your journey. Let them know how important this is to you—and how making these changes will ultimately benefit everyone. When your loved ones understand your goals, they'll be more likely to support you in ways that make sticking to your plan easier.

Social settings are going to be a big part of your life, but they may need to change a little. Instead of spending hours in a beer garden or indulging in food-heavy gatherings, look for more active ways to socialise. Try hiking, going for a walk in the park or exploring new places with your family and friends. These activities can still provide meaningful connection, but without the calorie-dense options that usually accompany social events.

When you do go out, it's about being mindful of your choices. Opt for restaurants that serve fresh, quality foods that align with your nutritional habits. Avoid the temptation to overindulge in alcohol—those wasted calories not only don't contribute to your fat loss goals, but they also tend to spike your appetite. And let's be real, we've all ended the night with a late-night snack or kebab! Drinking can also leave you feeling dehydrated and hungover the next day, which can impact your energy and motivation. If you're not feeling 100%, the chances of missing a workout and having lower output increase.

Remember, the transformation process isn't about restricting yourself completely, it's about making smarter choices that align with your goals. You can still have fun, enjoy life and make memories with those you care about. Just be conscious of how those choices affect your progress, and work to find the balance that helps you feel your best inside and out.

"DISCIPLINE IS CHOOSING BETWEEN WHAT YOU WANT NOW AND WHAT YOU WANT MOST."

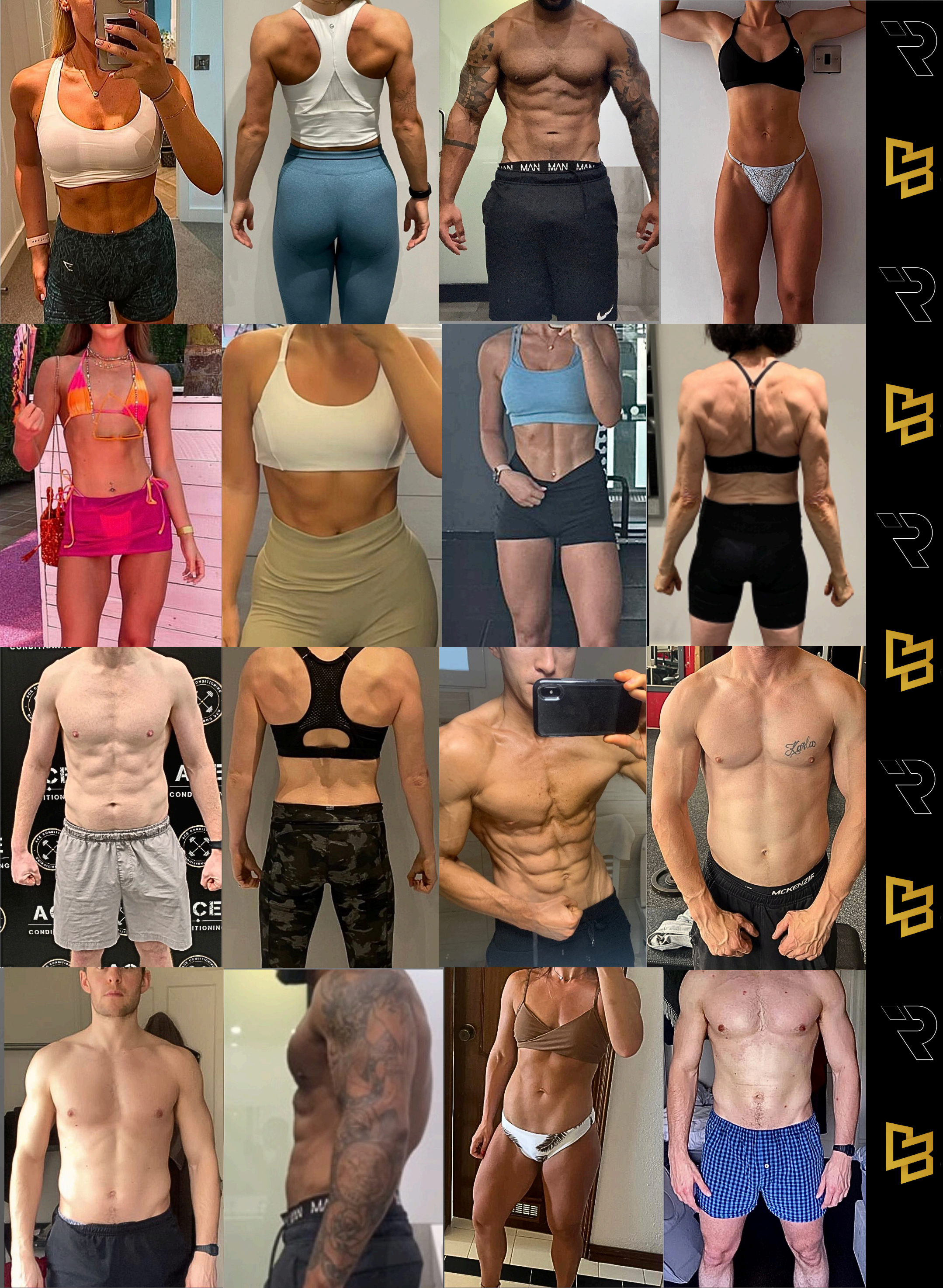
ABRAHAM LINCOLN



STEPS TO SUCCESS

- ✓ **SET A REALISTIC, MEASURABLE & ACHIEVEABLE GOAL.**
- ✓ **UNDERSTAND CERTAIN CHANGES AND SACRIFICES WILL HAVE TO BE MADE.**
- ✓ **SET A STARTING CALORIE DEFICIT OF 20-25% AND BE CONSISTENT WITH HITTING THIS 7 DAYS PER WEEK.**
- ✓ **IF YOU DON'T SEE FAT LOSS PROGRESS AFTER 3-4 WEEKS DROP CALORIES BY 5-10%.**
- ✓ **FOCUS ON GOOD QUALITY PROTEIN, FATS AND CARBOHYDRATE SOURCES, PROCESSED FOOD SHOULD BE AVOIDED.**
- ✓ **TRY CONSUMING CARBOHYDRATES ONLY AROUND YOUR WORKOUTS.**
- ✓ **LOOK AFTER YOUR GUT, EAT PRE/PROBIOTIC FOODS DAILY E.G. GREEK YOGHURT, KEFIR, SAUERKRAUT AND TRY GLUTAMINE POWDER FOR GUT HEALTH.**
- ✓ **BUY ONLY THE FOODS ON THE SHOPPING LIST, IF YOU ARE REALLY CRAVING FOODS AND SNACKS THAT AREN'T ON THE LIST IF IT'S NOT IN THE CUPBOARD IT MAKES IT HARDER TO CONSUME AND OVER INDULGE.**
- ✓ **PRIORITISE RESISTANCE TRAINING, FULL BODY OR UPPER/LOWER SPLITS MAKING SURE TRAINING INTENSITY IS HIGH, PUSHING REPS CLOSE TO FAILURE.**
- ✓ **FOCUS ON SETTING A NON LIFTING TASK DAILY, WHETHER THAT'S A STEP TARGET, DAILY WALK, SWIM OR CARDIO WORKOUT.**
- ✓ **MINIMISE STRESS LEVELS - FOCUS ON MAXIMISING SLEEP AND ADD SUPPLEMENTS SUCH AS ASHWAGHANDA AND MAGNESIUM GLYCINATE.**
- ✓ **STILL LIVE A SOCIAL AND HAPPY LIFE, JUST MAKE SMART CHOICES THAT ALIGN WITH YOUR GOAL AND PLAN.**
- ✓ **IF YOU'RE SEEING RESULTS DON'T CHANGE ANYTHING, DON'T CHANGE VARIABLES FOR THE SAKE OF IT.**
- ✓ **BE IN A POSITIVE, SUPPORTIVE ENVIRONMENT, THAT INCLUDES FRIENDSHIP GROUPS, FAMILY MEMBERS, COLLEAGUES AND GYM.**
- ✓ **IF YOU ARE UNHAPPY, DON'T WAIT. TAKE ACTION YOU DESERVE TO BE HAPPY AND HEALTHY.**





THEY STARTED WHERE YOU ARE, YOU CAN DO IT TOO. LET'S GO!

The information provided in this guidebook by Lewis Brookes is for general informational purposes only and should not be considered medical advice. The author is not a medical professional, and any recommendations or guidance within the book are based on personal experience or research.

Before starting any health, fitness, or lifestyle changes mentioned in this guidebook, please consult your doctor or a qualified healthcare professional, particularly if you have any pre-existing medical conditions or underlying health concerns.

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