COLDARI

THE FRAMEWORK

M90

MOMENTUM 90

Strike. Adjust. Hold.

Ninety days to lose the fat and keep it off. The numbers, the food, the training, and what to change when it stops working.

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THE IDEA

Spend the motivation while you've got it.

Day one is the most motivated you'll ever be. Most people waste it. They research, they buy gym clothes, they plan to start Monday. By the time they start, the feeling's gone.

So you go hard first. Weeks one to four are aggressive on purpose. Low calories, high protein, training locked in from the first session. You want the change to show up while you still care enough to chase it.

Once you can see it in the mirror you stop needing motivation. What you've got instead is momentum, and that lasts a lot longer.

What this isn't

It isn't a 30 day challenge. Those finish before anything sticks. It isn't a plan to live on forever either. It's 90 days done properly so you stop starting over.

HOW IT WORKS

Strike. Adjust. Hold.

Strike WEEKS 1–4

Your motivation is at its highest right now, so this is where you spend it. Four weeks of doing everything properly, changing nothing.

- The calories on page four, exactly as written
- Four sessions a week, upper lower
- 10 to 15,000 steps every day
- Sleep sorted. Seven hours minimum, same time each night

Adjust WEEKS 5–8

The motivation's gone by now. What's left is discipline, and that works better anyway. This is the month things need changing, and there are only two dials worth touching.

- Scale hasn't moved in two weeks — take 100 calories off *or* add 2,000 steps. One, not both
- Losing more than a kilo a week — put 100 calories back. Any faster and you're losing muscle too

Training, protein and sleep stay exactly where they are. Change one thing at a time or you won't know what worked.

Hold WEEKS 9–12

Last thirty days. Nothing new. Same numbers, same sessions, same steps, all the way to the end. This is where most people quit, because nothing feels dramatic anymore. It's also the month the result actually gets built.

STEP ONE

Your four numbers.

Find your bodyweight in the table. Those are your targets for weeks one to four.

BODYWEIGHT	CALORIES	PROTEIN	FAT	CARBS
70 kg	1580	140 g	50 g	140 g
75 kg	1700	150 g	55 g	150 g
80 kg	1800	160 g	55 g	165 g
85 kg	1900	170 g	60 g	170 g
90 kg	2000	180 g	65 g	175 g
95 kg	2150	190 g	65 g	200 g
100 kg	2250	200 g	70 g	205 g

> These come off bodyweight alone, so treat them as a starting point rather than a prescription. If you're shorter than average, over 40, or you've got less than 10kg to lose, start one row up. Never go below 1,500. And if anything about your health makes a hard deficit a bad idea, speak to your GP before you start — that one isn't negotiable.

1. ## Protein is the one you don't miss

   Around 2g per kilo of bodyweight. In a deficit this hard, protein is what keeps the muscle on you while the fat comes off. Miss the carbs, miss the fat, don't miss this.

2. ## Keep fat consistent

   Same number every day. It's the one people move around without noticing, and the fastest way to be 400 calories over without eating anything you remember.

3. ## Carbs are whatever's left

   Put them around your training. That's the only timing rule that matters at this stage.

4. ## 10 to 15,000 steps. Every day.

   Not cardio. Steps. It's the most calories you'll ever burn for the least effort, and it doesn't eat into your recovery the way running does.

STEP TWO

Five foods. Rotate them.

Hitting 160g of protein on 1800 calories is hard if your protein comes with fat attached. So it doesn't. These five are lean, cheap and in every supermarket.

01	02	03	04	05
CHICKEN BREAST	5% BEEF MINCE	WHITE FISH	PRAWNS	EGG WHITES

Why lean and not just protein

Salmon's a great food. It's also 200 calories of fat before you've had a single gram of carbs. On 1800 you can't afford that every day. Lean protein buys you food volume, and volume is what makes an aggressive diet survivable.

Build the same day, most days

You already eat the same ten meals. Pick three or four you actually like, weigh them once, and stop thinking about it. Decision fatigue breaks diets, not hunger.

Eating out

Overestimate it. If you think it was 700, log 900. You'll still lose weight, and you won't get the week where the scale does nothing and you can't work out why.

STEP THREE

Four sessions. Upper, lower, repeat.

Four times a week is the minimum. Upper lower split, so everything gets hit twice. More than four is fine if you can recover from it. Fewer than four and the muscle you're trying to keep starts going with the fat.

Upper

- Horizontal press
- Vertical or horizontal pull
- Incline press
- Row
- Side delts
- Arms

Lower

- Squat pattern
- Hinge pattern
- Single leg
- Hamstring curl
- Calves
- Abs

1. ### 1 to 2 reps in reserve

   Stop every working set one or two reps short of failure. Close enough to grow, far enough that you can do it again on Thursday.

2. ### Train what you care about first

   If you want your arms to come up, they go at the start of the session. You don't need an arm day. You need arms while you're still fresh.

3. ### Beat the logbook

   A rep more, or a kilo more, than last time. In a deficit you won't add weight every week. Holding your numbers while getting lighter is progress, so write it down where you can see it.

BEFORE YOU START

Read this bit.

This is an aggressive approach and it isn't for everyone. If you've had a difficult relationship with food or with restricting, this isn't the plan for you, and I'd rather say that now than take your money.

If you've got a lot less to lose than you think, aggressive is the wrong tool. Message me and I'll tell you straight.

1. ## Weigh yourself daily, judge weekly

   One day means nothing. The weekly average is the only number worth reacting to.

2. ## Same photo, same spot, every Sunday

   Same light, same time, same pose. The mirror lies to you daily. Photos four weeks apart don't.

3. ## Don't change two things at once

   If the scale stalls, move one thing. Change three and you'll never know which one did it.

WEEK THIRTEEN

You won't have to start over again.

By the end of it you know your own numbers. You know what your body does when you cut, how fast it moves, and what happens when you stop. Training isn't a decision anymore, it's just something you do.

That's the whole point of building momentum instead of leaning on motivation. Motivation runs out on you every time. Momentum you can put down and pick back up.

So run it again whenever you need it. Same three phases, same numbers, adjusted for wherever you're starting from. The cycle's there when you want it, and you never go back to square one.

Want me to run it with you?

DM me “90”