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C O L D A R I G U I D E

Hard start. Built to keep.

The 90 days I run people through. The numbers, the food, the training. Nothing you have not got already.

Momentum 90

C O L D A R I . C O M · @ B A D E R B A G L I N

F R E E G U I D E · 2 0 2 6

T H E I D E A

Spend the motivation while you have it.

Day one is the most motivated you will ever be. Most people waste it. They spend it researching, buying gym clothes, planning to start Monday. By the time they actually begin, the feeling has gone.

So we go hard first. Weeks one to four are aggressive on purpose — low calories, protein high, training locked in from the first session. Not because suffering is the point, but because the change needs to show up while you still care.

Once you see it in the mirror, you do not need motivation anymore. You have got momentum. That is a different thing and it lasts.

What this is not

This is not a 30 day challenge. Those fail because they end before anything holds. It is not a plan to live on forever either. It is 90 days of doing it properly so that you never have to start over again.

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T H E S T A R T - O V E R C Y C L E E N D S H E R E

S T E P O N E

Your four numbers.

Four numbers. That is the whole diet. Find your bodyweight in the table and 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

1

Protein is the one you do not miss

Roughly 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, do not miss this.

2

Keep fat consistent

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

3

Carbs are whatever is left

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

4

10,000 steps. Every day.

Not cardio. Steps. It is the most calories you will ever burn for the least effort, and it does not eat into your recovery like running does.

S T E P T W O

Five foods. Rotate them.

Hitting 160g of protein on 1800 calories is hard if your protein comes with fat attached. So it does not. These five are lean, cheap and in every supermarket. Rotate between them so you do not get sick of one.

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

Why lean and not just “protein”

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

Build the same day, most days

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

Eating out

Overestimate it. If you think it was 700, log 900. You will still lose weight and you will not get the week where the scale does nothing and you cannot work out why.

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LEAN PROTEIN · HIGH VOLUME

S T E P T H R E E

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. Fewer than four and the muscle you are 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

1–2 reps in reserve

Every working set, stop 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, not the end. You do not need an arm day. You need arms while you are still fresh.

3

Beat the logbook

A rep more, or a kilo more, than last time. In a deficit you will not add weight every week. Holding your numbers while getting lighter is progress — log it so you can see that.

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2 x F R E Q U E N C Y · 1 – 2 R I R

T H E S H A P E O F I T

Three phases.

Strike

W E E K S 1 – 4

The numbers on page three, exactly as written. Training four times a week from day one. This month is aggressive and it is meant to be — we are buying you a visible change while the motivation is still there. It also tells us how your body responds, which is information nothing else gives us.

Hold

W E E K S 5 – 8

Adjust off what month one showed us, then be boring. This is the month people quit because nothing feels dramatic anymore. It is also the month the result actually gets built. If you can push the aggressive numbers again here, we do.

Finish

W E E K S 9 – 12

Two options and it depends entirely on where you have got to. Either a final push to finish the job, or we start bringing calories back up because you have already done the hard part. That is a judgement call, and it is the one worth having someone make for you.

Then you keep it. Not because of willpower, because by week twelve you know your own numbers, you know how your body responds, and training is just something you do now.

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S T R I K E · H O L D · F I N I S H

B E F O R E Y O U S T A R T

Read this bit.

This is an aggressive approach and it is not for everyone. If you have had a difficult relationship with food or with restricting, this is not the plan for you and I would rather tell you that now than take your money. Speak to your GP first if anything about your health makes a hard deficit a bad idea.

And if you have got a lot less to lose than you think, aggressive is the wrong tool. Message me and I will 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 do not.

3

Do not change two things at once

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

Want me to run it with you?

DM “90”

Coldari

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