

Welcome to the....

Body Transformation Blueprint

For guys who want more energy, more confidence,
and to become happier so they can be the best
version of themselves and ultimately inspire others to
do the same.

With me, *Matt Smith*

Here's what you'll discover..

- 1) **The BMR Trifecta** – 3 REALLY IMPORTANT things you must work on daily if you want to live the best life possible.
- 2) **Superhero defence** – How to avoid becoming a failure and ensuring success with your body and your life.
- 3) **Where the magic happens** – What to do when it comes to diet and exercise (more free stuff here)
- 3) **Crabs in the bucket** – You must Eliminate these if you're going to succeed in transforming your body and your life
- 4) **The next steps** – What options are available for you if you are ready to move forwards on your journey

But before We get into that let me introduce myself..

My name's Matt Smith and **I'm a Personal Trainer, Transformation Coach, Father and fair-weather golfer.**

This picture was taken in France at my cousins wedding earlier this year (yes it's me and my family).



I'm in the best shape of my life in every area of my life (body, mind, business and relationships),

And I've been sent to this planet to help other men achieve the same!

My life wasn't all this good though, **when I was 16 I worked in a grotty old factory** and one day the foreman came to me and asked me to sweep up some rubbish in the corner with the dust pan and brush, I got down on my hands and knees and at that moment I said to myself:

'There has to be more to life than this'.

That's when I went on my journey to answer the burning question..

What have I been sent here to do.

I tried selling insurance, houses and alcohol.

I tried working in retail,

I tried being a golf coach and I also tried being a chef.

Ok I made 6 figures in the sales roles and yes I ran my own kitchen in a restaurant that was on for getting a Michelin star (**I have high standards what can I say**) but none of these roles fulfilled me.

Then one day a friend, mentor and ex employer told me I should do two things with my life.

1) Do something I enjoy

2) Do something where I'm helping others.

So 6 years ago I became a personal trainer (I'd always enjoyed going to the gym and keeping fit) and I haven't looked back since.

Well, that is until December 2014 when **I very nearly ended my life** by driving head on into a lorry.

You can read the full story of what happened [in my blog - What could possibly go wrong- by clicking here](#)

Long story short, I was on top of the world with my business and finances but I forgot to take care of myself and my relationships. Before long I was broke, out of shape, almost homeless and almost single (The persuasive techniques I picked up from my sales jobs came in handy when Connie threatened to leave with the kids).

So I went on a journey to transform myself and my life.



That's me at Christmas in 2014.



This is me now.

I've won, I've lost,

I've succeeded and I have failed, god have I failed.

Life has been easy and life has been a struggle.

But where I am now is a place where I've never truly been before...

I am Happy, I am fit, I am healthy, I have great relationships and I am fulfilled.

I inspire my clients every single day because I have the health and fitness that they desire to have.

My relationships are EPIC, I mean I connect on such a deeper level with everyone I talk to now and those conversations are so much more meaningful and ultimately more powerful.

I'm not telling you this to brag or to rub salt in your wounds, I'm saying this to prove that **if I can bounce back from adversity then so can you.**

With all that said, let's get on with why we're here shall we.

1) **The BMR Trifecta.**

What is it and why is it important?

B – Body. Without being in great physical shape and without having a healthy fully functioning body we miss out on life, BIG TIME!

M- Mind. Without a focussed and positive mind-set that is free of fear and full of confidence again, we miss out on life, BIG TIME!

R – Relationships. This is the nuts and bolts that holds EVERYTHING together. If we want to be a hermit and live in a cave then we can skip this bit but if we want to really flourish, be loved and respected and have great people around us that support, encourage and cheer for us then we need to master our relationships.

Every day we should be doing something that addresses these three most important areas of our lives.

It doesn't have to be something BIG everyday like a 2 hour workout or reading the entire works of Shakespeare, but it does have to be something. It could be a 4 minute workout, reading something educational, inspirational or motivational, saying hello to a stranger or even just smiling at everyone we come into contact with.

If we do this, then we lay the foundations for success. Not just with our physical body, but with everything.

Imagine being in the best physical shape of your life, full of energy and vitality, and imagine having a really positive, fearless mind-set that filled you with an abundance of confidence and on top of all that imagine being able to connect deeply with everyone you come into contact with.

Just imagine what your life would be like if this was the case.

A great exercise that I encourage you to do right now is write down what that life looks like (don't just do it in your head like most people do, that doesn't work). Get out a pen and paper and imagine you're now 12 months in the future and you have the body, the mind-set, the relationships and even the life that your truly desire to have and start writing about what that looks like, you can include what you're wearing, what you're doing that day, who your with, what your energy and emotions are like, it's your life so write what you want.

2) Superhero Defence System

What does every superhero that has ever existed have in common?

Yes they have their own superpower and yes you will have yours too (weather you know what it is yet is irrelevant)

But the thing they all have is a defence system.

This system reduces the risk of failure in their endeavour and **below is your very own Superhero Defence System.**

I call it the PCF formula.

P – Plan. Without a plan we are destined to fail.

C – Clarity. Without clarity we are destined to fail.

F – Focus. Without Focus we are destined to fail.

So if we REALLY want to succeed not just with our bodies, and our health and fitness but with our life then **we must take some time to carefully construct a proven PLAN of action.**

But before we construct the PLAN we need absolutely CLARITY on not only where it is we are going on our journey, but also where we are coming from.

Therefore we should again sit down and take time to get these two locations absolutely clear and down on paper (in the mind simply will not work).

And then finally, once we have our PLAN and we are CLEAR on where we are going, then and only then do we get and stay FOCUSED.

Combined these three things and we are destined for success.

3) Diet and Exercise

This is in fact the easy bit.

Because this is the tangible stuff that you can actually see and touch and taste.

But it's also the bit where **you get to really see the results that you want.**

And that's all you have to keep in mind whenever you're eating or exercising (or not as the case may be).

Remember in point number 1 you wrote down what you looked and felt like (you did do that didn't you? DIDN'T YOU!?? Good) well that's what you need to keep in the forefront of your mind at all times.

Because if you keep telling yourself that you're a fat, lazy, tired, unfit, unhealthy and stressed mess then your brain will take those stories that you're telling yourself, because that's all they are – stories, and it will compute them as fact and it will subconsciously make you do the things that a fat, lazy, tired, unfit, unhealthy and stressed mess would do.

Don't believe me? Just take a second to tune into how you've talked to yourself over the last few years and then look back at the actions you've taken. I'm right aren't I? ;)

Now if you're looking for actual workouts and diet plans in this part then I'm sorry but that's not how I role.

Because **giving you some generic plan (like most diet clubs, trainers, coaches, magazines and websites do) I'd actually be doing you a disservice** because I haven't factored in any of your likes and dislikes, you're current ability or fitness level, I haven't looked at your exercise history, your current exercise or even what your goals are.

So with that in mind I simply cannot give you a generic diet and exercise plan right here, right now. I won't do it.

I could just say **train hard and eat right but again that doesn't really help you.**

What I can offer you though is a complementary 1-1 strategy session where we jump on a phone call (or skype if you're not in the UK) and we will go through the above (where you are now and what your goals are) AND then we'll construct a plan of action together for you going forwards.

If you would like to take me up on the offer of a complementary strategy session just reach out to me on Facebook at www.facebook.com/mattsmith2310 and send me a private message saying 'Blueprint'.

4) Crabs in the bucket.

The story goes like this..

There is a fisherman sat at the end of a pier with a bucket to his side.

A young boy near-by notices that the black 2' tall bucket has 5 bright orange crabs in it.

Then the young boy spots one crab trying to escape so he warns the fisherman who seems undeterred.

The boy looks back to the bucket to find that the other 4 crabs have successfully pulled the rebellious crab back down to their level at the bottom of the bucket.

The fisherman turns to the boy and says:

That bucket represents life.

When we try to make a break for it and make something of ourselves and our lives, the crabs in our lives inevitably show up trying to pull us back down. These come in the form of jealous friends, family members and work colleagues. They will try to sabotage your efforts, they will question you and complain about you. They will do all they can to try and stop you 'climbing out of the bucket'. This is their problem, not yours. This is their way of showing their own insecurities about themselves. And the nicest thing you can do for them is to send them this Starter pack 😊

Be aware of the crabs in your bucket.

5)The next steps...

This is the really easy bit,

Once you have your plan, your clarity, you've gotten focussed.

And once you've eliminated the crabs from your life.

And once you've understood the importance of working on every main area of your life (Body, Mind and relationships)

Then **all that's left to do is to take action.**

One step at a time.

If you would like support and accountability while on your journey then feel free to **come and join us in the men only [Free Facebook Group by clicking here](#)**

Looking forward to connecting with you and helping you more.

To your success.

Love, Freedom, Family.

Matt Smith - Your new Transformation coach

Ps don't forget to connect with me on Facebook as that's where I hang out most of the time, just [click here and add me as a friend](#) and say hi.