

A FREE GUIDE FROM JACK WALL

The Physique Transformation Blueprint. Engineered on data.

The system I run with my one-to-one clients, stripped back so you can run it yourself. Seven chapters, a 14-day start and a tracker you can print.

WHY THIS EXISTS

Why most blokes stand still and how to stop guessing.

Every week I open check-ins from lads who train five days, eat “pretty clean” and look the same as they did in spring. They changed their split in week two, dropped carbs in week three, added fasted cardio in week four, and now they’ve no idea what did anything.

I’ve been there. I started as a 130 lb skinny kid, built myself past 270 lb, and learned from people like Jordan Peters, Hany Rambod and Milos Sarcev. The best of them had one thing in common: they didn’t guess.

My day job is root-cause analysis on safety-critical nuclear systems. Nobody changes a variable there on a feeling. I coach physiques the same way, and this guide is that process written down.

RULE 01

Look

Measure before you touch anything.

RULE 02

Measure

Two weeks of honest data.

RULE 03

Adjust

One change at a time, then read it.

Built on the J3U framework I’m certified in and the rules I use with paying clients. Read it in order, run the 14-day start and use the tracker.



JACK WALL • TRANSFORM COACHING

2008

TRAINING SINCE

84%

ALL-TIME CLIENT RETENTION

300+

CLIENT TRANSFORMATIONS

J3U

CERTIFIED COACH

YOUR ROADMAP

What's inside



00	The method: three rules I don't break	04
01	Pick one goal	05
02	Training that actually progresses	06
03	Nutrition: set your numbers	08
04	Steps, cardio, sleep and stress	10
05	Track it and read it properly	11
06	The six sticking points	13
07	Your first 14 days	14
+	The 14-day tracker (print it)	15
+	Real clients, and your next step	16

HOW TO USE IT

Read it once, start to finish. Then run Chapter 07 with the tracker on page 15. After that, Chapter 05 is the one you come back to every week.

WHO IT'S FOR

Men who already train, or want to start properly, and want to look leaner, bigger and more athletic without living like a competitor.

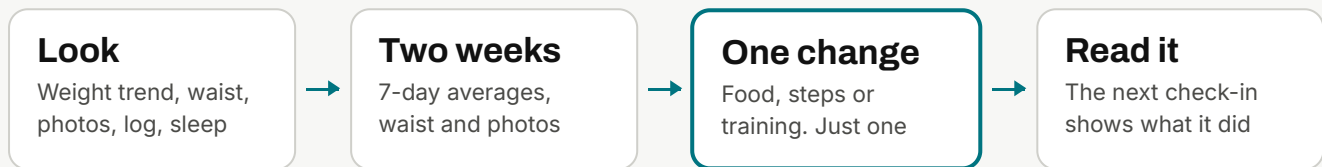
00

THE METHOD

Three rules I don't break.

Every client I coach, natural or enhanced, gets run through the same three rules. They're the spine of everything else in this guide.

HOW A CHANGE GETS MADE



01 Look before touching

Before anything changes, I want to know what's actually happening. Most plans fall apart because someone "fixed" a problem they never measured.

02 Two weeks of honest data

Morning weight swings a kilo or two from salt, carbs, a late meal or leg day. None of that is fat. Two weeks of 7-day averages, plus waist and photos, is the minimum before I'll call anything.

03 One change at a time

Pick one lever, give it one to two weeks, and the next check-in tells you exactly what it did. Change three things at once and you've learned nothing, even if it works.

"Hold everything" is a decision too. Half the time, the right call at a check-in is to leave it alone.

CHAPTER 01

01

Pick one goal for 8 to 12 weeks.

Chasing fat loss, size, a 200 kg deadlift and a sub-20 5K all at once is the quickest way to go nowhere. Give the next block one main job.

WHICH GOAL? START AT THE TOP

Can you see the top of your abs in decent morning light, with no roll over your waistband when you sit?

NO

Fat loss

Lose 0.5 to 1% of bodyweight a week

YES

Is life fairly stable, and are you sleeping well?

YES

Build

Gain 0.25 to 0.5% a week

NO

Maintain

Train, walk, sleep, hold your weight

New to proper training, or back after a long break? Recomp: maintenance calories, high protein, hard training. It works, slowly.

CAN'T DECIDE?

Get lean first. Building from a leaner start is easier to judge, healthier, and every kilo you add shows up as size you can see. If building now would mean a five-month diet afterwards, cut first.

Life in chaos (new baby, new job, stress at 9 out of 10)? Maintenance is a proper phase. It protects everything you've built.

YOUR TWO-MINUTE GOAL CHECK

- ☐ My one goal for the next 8 to 12 weeks is: _____
- ☐ I can say in one line why it matters to me
- ☐ My week can genuinely fit the training days I'm planning
- ☐ I'll judge it on two-week trends, not single weigh-ins
- ☐ I'm committing for at least eight weeks before I reconsider

CHAPTER 02

02

Training that actually progresses.

The most common logbook I see: lots of sets, lots of sweat, and the same weights as three months ago. Muscle grows from hard sets you can recover from and repeat a little better each week.

THE FIVE DIALS

VOLUME	EFFORT	REPS	FREQUENCY	CONTROL
10 to 20	0 to 2	6 to 15	2x	2 to 3 s
hard sets per muscle, per week. Newer lifters start at 6 to 10. Warm-ups don't count.	reps left in the tank. Most people who think they're 1 to 2 away are really 3 to 5. Film a set.	for most sets, isolations up to 20 to 25. Heavy singles cost recovery and build less size.	each muscle every week. Two good hits beat one massive session.	lowering, 2 to 3 min rest on big lifts. No bouncing, full range you actually own.

CHOOSE A SPLIT YOU'LL STILL BE DOING IN MARCH

The fewest days that cover every muscle twice, and that you can repeat every week, including the bad ones.

2 days	3 days <small>Start here if unsure</small>	4 days
Full body A / B	Full body A / B / C	Upper / Lower x2
Busy weeks, or coming back after time off	Most blokes with a job and a family	Reliable schedule and a year or more of proper training

PAIN IS A STOP SIGN

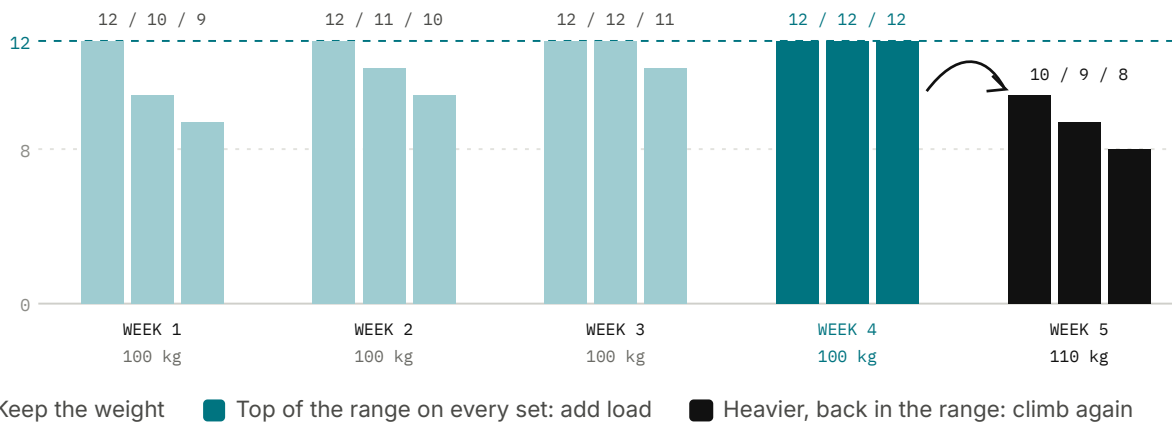
Favour stable machines and cables you can load safely close to failure. Got pain or a medical issue? Get it assessed before you push through it.

HOW YOU GET BETTER

Let the log do the deciding.

Double progression: keep the weight the same until you hit the top of your rep range on every set, then add load and drop back down. Same effort every week. No guessing, no ego.

WORKED EXAMPLE • LEG PRESS • 3 SETS OF 8 TO 12



Big compound lifts lean towards adding load, isolations towards adding reps. If the numbers in your log creep up over 4 to 6 weeks, you're building.

SWAP AN EXERCISE WHEN

- 01 It hurts. Joint pain, sharp pain, anything beyond normal effort.
- 02 It's stalled for 2 to 3 weeks running, with sleep and food in order.
- 03 It wrecks the rest of the session.

Swap like for like: a press for a press, a row for a row.

DELOAD CHECK

Every 6 to 8 weeks, or sooner if two or more are true:

- ☐ Motivation to train has dropped
- ☐ Sleep has got worse
- ☐ Reps falling across several lifts
- ☐ Joints achy and it isn't shifting

Deload: 4 to 7 days, half your sets, 3 to 4 reps in the tank.

WANT ME TO READ YOUR LOG?

Not sure if you're really stalled, or what to swap? DM me COACH and tell me which lift.

→ DM me COACH

CHAPTER 03

03

Set your numbers in four steps.

Calories decide whether you lose or gain. Protein decides how much of what you keep is muscle. Meal timing, carbs at night, “clean” versus “dirty”: all a rounding error next to those two.

STEP 1

Maintenance

Bodyweight (kg) × 22
× activity

1.3 desk job · 1.4 to 1.5
desk + walking · 1.6 to 1.7
on your feet · 1.8 to 1.9
manual work

STEP 2

Your target

Fat loss: -20 to 25%
Build: +5 to 10%
Recomp: maintenance

STEP 3

Protein

2.2 to 2.6 g per kg,
over 4 to 5 meals of
35 to 50 g

STEP 4

Fat, then carbs

Fat 0.7 to 1.0 g per kg.
Carbs fill the rest,
mostly around training

WORKED EXAMPLE • 90 KG, DESK JOB, WALKS DAILY, FAT LOSS

Maintenance
90 × 22 × 1.4

≈ **2,750 kcal**

Target (-20%)
2,750 × 0.8

2,200 kcal

Protein 200 g
800 kcal

Fat 70 g
630 kcal

Carbs ≈ 190 g
770 kcal

0

2,200 kcal a day

Expected loss: 0.5 to 1% of 90 kg, so 0.45 to 0.9 kg a week.

LET YOUR DATA CORRECT IT

Every 1 kg a week your 7-day average moves is roughly 1,100 kcal a day either side. The formula is a starting point. Your scale is the truth.

WHY NOT GO HARDER?

Bigger deficits feel productive for a fortnight, then cost you sleep, strength and muscle. Smaller surpluses build the same muscle with far less fat.

MAKE IT LIVEABLE

A plan you'll still follow on a Friday.

BUILD EVERY MEAL THE SAME WAY



- **Protein**
Chicken, 5% mince, white fish, salmon, eggs, 0% Greek yoghurt, whey
- **Carbs**
Rice, potatoes, oats, bagels, bread, fruit
- **Veg and fruit**
A few hundred grams of each across the day
- **Fats**
Olive oil, nuts, avocado, oily fish. Weigh the oil

PICK A METHOD THAT FITS YOU

Portions

Same few meals, same portions. Great for busy blokes

Food log

Log a normal fortnight to see what you really eat

Macros

Most precise, if it doesn't stress you out

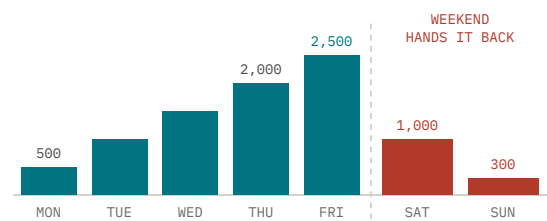
Meal plan

Clear structure with like-for-like swaps

Weigh food raw, and count the sauces, oils and drinks.

THE WEEKEND MATHS

RUNNING DEFICIT, KCAL



Five days at 500 under banks 2,500 kcal. A Saturday takeaway, a few pints and a Sunday fry-up can hand most of it back. That's why "good all week" people stand still.

- ☐ Protein in every meal, weekends included
- ☐ Pick the one meal that matters and enjoy it
- ☐ Next meal, straight back to normal
- ☐ No punishment cardio, no skipped breakfast

SUPPLEMENTS: THE SHORT LIST

- 01 Creatine monohydrate, 3 to 5 g daily
- 02 Vitamin D in the darker months, ideally off a blood test
- 03 Omega-3 if you don't eat oily fish, 2 to 3 g EPA+DHA
- 04 Caffeine pre-training, under 400 mg a day, none within 8 hours of bed
- 05 Whey for convenience. It's food, nothing magic

Buy Informed Sport tested. On medication? Check with your GP or pharmacist first. Drink roughly 40 ml per kg a day (about 3.5 litres at 90 kg).

CHAPTER 04

04

The other 164 hours.

Walking, sleep and stress run the hours outside the gym, and they decide whether you can recover from what you do in there.

4 h

164 hours: walking, sleep, work, family, stress

IN THE GYM

YOUR WEEK HAS 168 HOURS

+2,000

STEPS A DAY ON YOUR CURRENT AVERAGE. 8,000 IS THE FLOOR

150

MINUTES OF MODERATE CARDIO A WEEK, FOR YOUR HEART FIRST

7 to 8

HOURS ACTUALLY ASLEEP. THAT'S 8 TO 9 IN BED

Steps

Measure your real 7-day average first, then add about 2,000. Roughly 2,000 steps burns about 100 kcal and barely touches recovery. It's the lowest-fatigue fat loss tool you've got.

Cardio

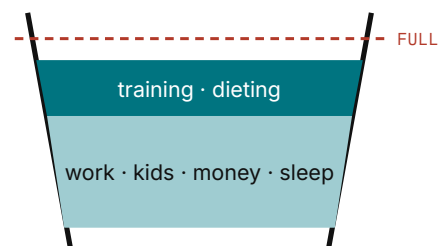
Low impact: incline walking, bike, cross-trainer. After weights or in a separate session, and keep hard leg cardio away from leg day.

Sleep

- ☐ Caffeine stops 8 hours before bed
- ☐ No alcohol in the 4 hours before bed
- ☐ Last big meal about 2 hours before bed
- ☐ Same wake time, weekends included

STRESS: ONE RECOVERY BUCKET

EVERYTHING POURS INTO THE SAME BUCKET



When it's overflowing, take something out: a week at maintenance, a few sets fewer, keep walking. Adding more cardio to a full bucket is how people end up ill, injured or face down in a family-size Dairy Milk.

WORTH A GP VISIT

Loud snoring, gasping at night, or waking up wrecked despite enough time in bed? Speak to your GP. It's common and very fixable.

CHAPTER 05

05

Track it. Then read it properly.

A kilo of fat takes roughly 7,700 kcal to put on. You didn't gain one from Saturday's Chinese. You gained salt, carbs, water and food that hasn't left yet. One weigh-in tells you nothing. Two weeks tells you plenty.

WHAT TO TRACK, AND WHEN

DAILY

Morning weight

After the toilet, before food or drink, same scale, same spot. Plus steps, sleep, session done, hunger 1 to 5.

WEEKLY

7-day average

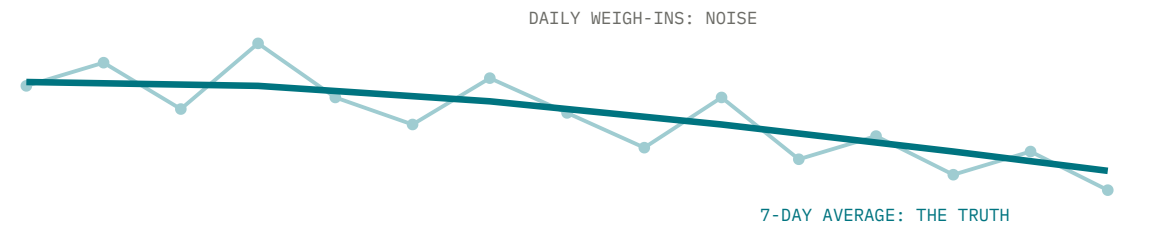
Add the seven weights, divide by seven. Compare to last week's average, never to yesterday. Plus waist, days on plan, key lifts, one win.

EVERY 2 WEEKS

Photos

Front, side and back, relaxed. Compare like with like, or don't compare at all.

WHY THE AVERAGE WINS



THE PHOTO STANDARD

- Morning, fasted, same time
- Same room and light, from the front
- Rear camera on a timer, waist height
- Same shorts, distance and poses
- Fully relaxed. No sucking in

WAIST

Tape at the navel, first thing, relaxed, breathing out normally. Same day each week. The most honest number in a cut: it doesn't care about water.

YOUR LOG

Exercise, load and reps for every working set. It's the only way to know whether a lighter scale means fat loss or muscle loss.

READING THE SIGNALS

No single gauge tells the truth.

I never decide off one number. I read them together, the way I'd read instruments on site. When they agree, you know where you are.

SCALE	WAIST	LIFTS	MIRROR	WHAT IT MEANS	WHAT TO DO
↓	↓	= / ↑	Leaner	Fat loss, working	Change nothing
=	↓	↑	Leaner	Recomp. The scale is lying	Change nothing
↑	=	↑	Fuller	Lean gain	Change nothing
↓	=	↓	Smaller, flat	Too aggressive, losing muscle	Add food back, check sleep
= / ↑	Erratic	↓	Soft, blurry	Fatigue and water hiding fat loss	Rest, sleep, recheck
↑	↑	=	Softer	Gaining, mostly fat	Trim surplus 5 to 10%

THE WEEKLY CALL • FAT LOSS

How fast is your 7-day average falling?

0.5 to 1% a week

Change nothing

Under 0.5% for 2 weeks, on plan 6 of 7 days

Cut ~10% (mostly carbs) or add 2,000 to 3,000 steps. One, not both

Over 1% and lifts dropping

Add 5 to 10% back

Building? Gaining 0.25 to 0.5% a week: hold. Flat for two weeks: add 5 to 10%, mostly carbs. Faster and softer: take 5 to 10% off.

BEFORE YOU CALL IT A STALL

A real stall is 2 to 3 weeks with no change in your average, waist and photos. First, rule out:

- ☐ Trained legs the day before weighing
- ☐ Salty or late meal, takeaway or alcohol
- ☐ Travel, a flight, or a rough week of sleep
- ☐ Big jump in carbs, fibre or food volume
- ☐ Constipated, or weighed at a different time
- ☐ Untracked oil, sauces, drinks or "just a bite"

WANT ME TO READ YOUR GAUGES?

Two weeks of numbers and not sure what they're telling you? DM me COACH and send your averages.

→ DM me COACH

CHAPTER 06

06

The six things I hear every week.

01

“Training hard, nothing’s changing.”

I check whether anything in the log has gone up in 4 to 6 weeks, and watch a set on video.

I do cut the junk sets, push effort to 0 to 2 in reserve and run double progression. Nine times out of ten, it’s execution.

02

“Good all week, weekend undoes it.”

I check the weekly total. Monday to Friday means nothing if the weekend hands it back.

I do plan the one meal that matters, keep protein in every meal and go straight back to normal.

03

“The scale hasn’t moved in days.”

I check the 7-day average, waist and photos. Three days is noise.

I do nothing for 2 to 3 weeks unless all three gauges are flat and adherence is high. Then one change.

04

“I keep missing sessions.”

I check whether the plan is bigger than the life it’s meant to fit.

I do drop a day and write a 40-minute backup for chaos weeks. A finished two-day week beats a missed five-day plan.

05

“I’m tired all the time.”

I check sleep, the size of the deficit, stress, and how long since a deload.

I do deload and hold maintenance for a week. Still there? See your GP and get bloods done.

06

“Do I need more supplements?”

I check protein, sleep and steps first. Those three outrank anything in a tub.

I do the short list on page 09 and nothing else. Most of the rest is very expensive wee.

07

CHAPTER 07

Your first 14 days.

Exactly how I start a new client. One week of looking, one week of running it clean, then a proper review. Use the tracker on the next page.

DAYS 1 TO 6 • LOOK

DAY 7

DAYS 8 TO 14 • RUN IT CLEAN

DAY 15

DAYS 1 TO 7

Look before touching

Change nothing. Just measure your normal life.

- ☐ Weigh every morning
- ☐ Log steps and sleep
- ☐ Photos and waist on day 1
- ☐ Write down your current training and usual meals
- ☐ Name your biggest barrier: time, food, planning or recovery

DAY 7

Set your numbers

Use your real data, not a wish.

- ☐ Pick your one goal (page 05)
- ☐ Work out calories and protein (page 08)
- ☐ Choose your split and book the sessions in
- ☐ Step target: your average plus 2,000
- ☐ Pick 3 or 4 go-to meals and a busy-day backup

DAYS 8 TO 14

Run it clean

Same plan every day. No tweaks.

- ☐ Hit protein every day
- ☐ Log every working set
- ☐ Keep weighing and logging
- ☐ Plan the weekend before it arrives
- ☐ Resist the urge to change anything mid-week

DAY 15 • THE REVIEW

- | | |
|---|--|
| 01 What did your 7-day average do, week 1 to week 2, as a %? | 02 Waist: day 1 versus day 14? |
| 03 How many days out of 7 were you on plan? | 04 Did any lifts go up? |
| 05 What knocked you off plan, and how do you make that easier? | 06 Using page 12: change one thing, or nothing. |

Your first win is a routine you can repeat and measure. The transformation comes from running it for months.

PRINT ME

The 14-day tracker

Fill in a row every morning. Average each week at the grey rows.

DAY	DATE	WEIGHT KG	STEPS	SLEEP H	TRAINED	HUNGER 1-5	NOTES (SALT, TAKEAWAY, LEGS, STRESS)
01							
02							
03							
04							
05							
06							
07							
Avg	Week 1 average ____ kg · steps ____ · sleep ____ h · waist day 1 ____ cm						
08							
09							
10							
11							
12							
13							
14							
Avg	Week 2 average ____ kg · change ____ % · waist day 14 ____ cm · days on plan ____ / 7						

% change = (week 2 average – week 1 average) ÷ week 1 average × 100. Fat loss target: –0.5 to –1%. Building: +0.25 to +0.5%.

FINISHED YOUR 14 DAYS?

Send me a photo of this page. DM me COACH and I'll tell you what your numbers say.

→ DM me COACH

THE WORK

Real clients. Same three rules.

84%

ALL-TIME CLIENT RETENTION



CLIENT 01

BEFORE / AFTER



CLIENT 02

BEFORE / AFTER



CLIENT 03

BEFORE / AFTER



CLIENT 04

HOME TO COMPETITION STAGE

BEFORE YOU HAND ANYONE YOUR DATA

Who's reading your numbers? Jack Wall.

Nuclear engineer by day. Physique coach by trade.

Training since 2008: a 130 lb skinny kid to past 270 lb.
Everything in this guide I've run on my own body first.

By day I do root-cause analysis on safety-critical nuclear systems. I coach the same way: find the real cause before anyone touches anything.

2008

TRAINING SINCE

84%

CLIENT RETENTION

300+

CLIENT TRANSFORMATIONS

J3U

CERTIFIED COACH

Nuclear root-cause analyst

Safety-critical systems, day job

J3 University certified

Under John Jewett

Bloodwork reviews

Every client starts with bloods

Coached by the best

Hany Rambod, Milos Sarcev, Jordan Peters +4

WHO I COACH

Natural lifters, assisted athletes, competitors and busy professionals who want to look and feel the best they ever have. Same standard for all of them: measure it, trend it, act on it.

YOUR NEXT STEP

Want me to read your data?

Everything in here works. The hard part is applying it to you: whether your stall is real, which lever to pull, and when to leave it alone. That's what I do every week for my clients.

1:1 COACHING • FROM £166.50 A MONTH

Same coaching on every plan. Buy now and your onboarding questionnaire arrives straight away.

Monthly

£200 / month

Rolling. Cancel with 30 days' notice.

→ Buy · £200/mo

3 months

£600 / 3 months

Same £200 rate in one payment.

→ Buy · £600

Best value · save £201

6 months

£999 / 6 months

£166.50 a month. Where the method compounds.

→ Buy · £999

- ✓ Training built around your schedule
- ✓ Video form analysis
- ✓ Nutrition built around your life
- ✓ Bloodwork-led decisions
- ✓ Weekly check-ins, feedback in 24h
- ✓ WhatsApp access 7 days a week
- ✓ Full video library

BLOODWORK REVIEW • £79 • ONE-OFF, 45 MINUTES

I go through every line of your panel with you: what's moved, what's training, what to retest and what to take to your GP.

→ Book your review



NOT SURE WHICH PLAN? TALK TO ME FIRST

Complete the questionnaire, get a free call.

→ 1. Start the questionnaire

→ 2. Book your free call

You must complete the questionnaire before your call, or the call will be cancelled.

Or DM me COACH on Instagram • @jack_transformcoaching • transformcoaching.netlify.app



TRANSFORM · COACHING

Engineered on data.

@JACK_TRANSFORMCOACHING

Important. This guide is general education. It isn't medical advice, and it isn't a personalised diet or training prescription. If you have a medical condition, take medication, have a history of disordered eating, have pain or unexplained symptoms, or are under 18, speak to your GP or a qualified professional before making significant changes. If you're struggling with your relationship with food, Beat (beateatingdisorders.org.uk, 0808 801 0677) can help. Individual results and timelines vary. © 2026 Jack Wall, Transform Coaching.