

# OPTIMIZED HUMAN BLUEPRINT

Look Good. Feel Good. Live Long.

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Like with any fitness/wellness routine, proceed at your own risk and consult your doctor before beginning.

# Intro

My name is Kenny Halloran. I am a Jesus Christ Follower, husband, and father of three girls (and a son to be born June 2023!). I own and operate my own Personal Training Studio and am an Online Personal Trainer and Health Coach. My career mission is to empower people to make their fitness/wellness a priority and live healthier and happier lives.

**My Fitness Journey** I was at a plateau in 2020. I had been working out for a long time and thought I had hit my genetic potential. I was in great shape, and thought I couldn't gain any more muscle. Then I was introduced to High Intensity Training. I was skeptical that this style of training would lead to good results but I was intrigued by it since I was incredibly busy owning my business and having little children at home. I figured the worst case scenario was that I would *maintain* my muscle mass, so it was worth a try. After my first workout I was HOOKED on this style of training. My muscles have never been more pumped, my joints felt awesome, and I was EXHAUSTED. A few months went by and I had gained muscle for the first time in a long time, and I also got stronger. I started training all of my clients with this style with great success.

**If you would like further help on your fitness journey**, contact me and we will set up a phone call to see if Online Personal Training and Health Coaching would be a good fit for you.

Instagram Handle: [@kenny\\_halloran\\_training](#)

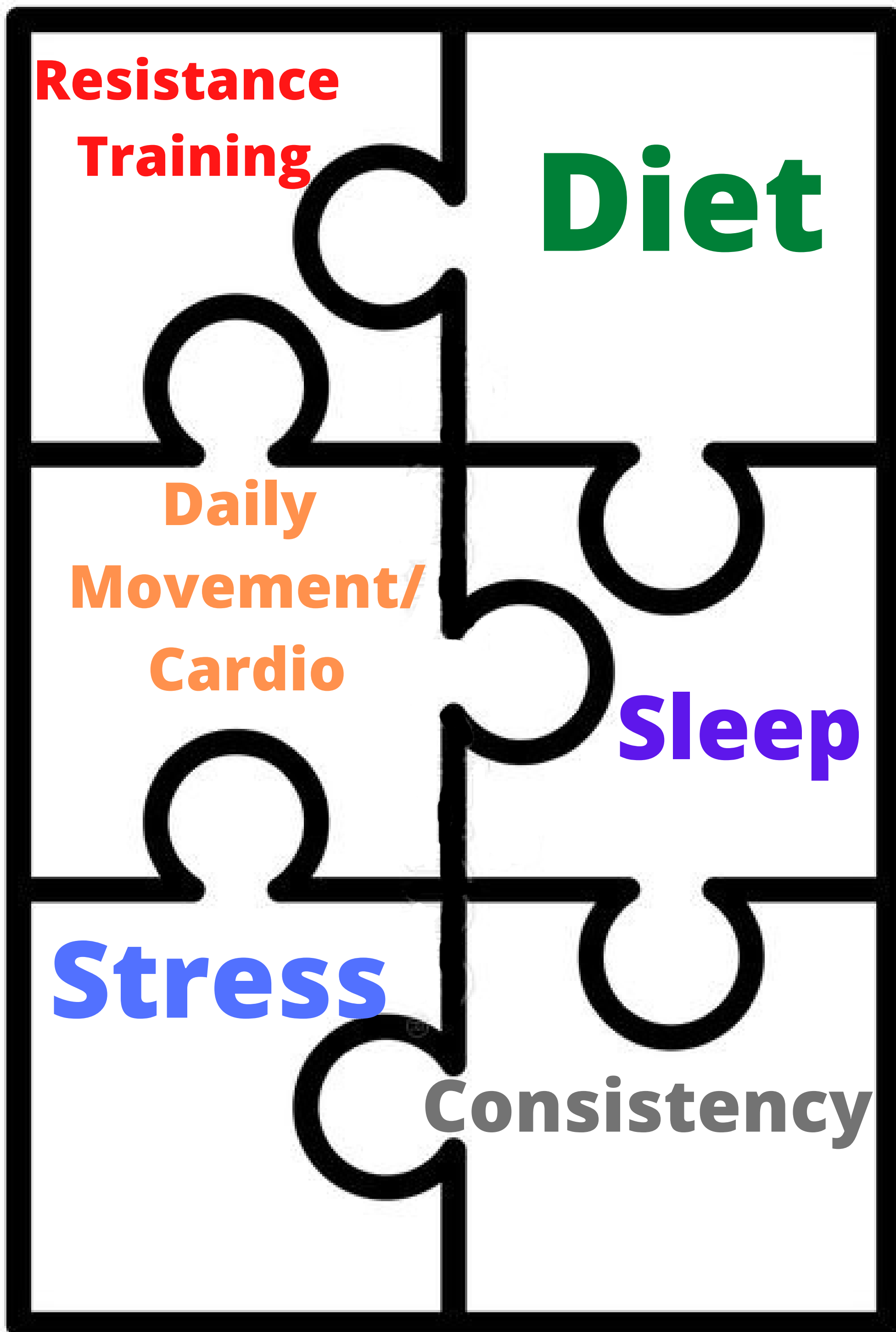
Email: [kenny@foxfittraining.com](mailto:kenny@foxfittraining.com)





# 6 Pieces of the Puzzle

To optimize your body AND your health, you need to have every piece of the puzzle. If you are training hard, but eating loads of processed food, sleeping 4 hours a night, and are constantly stressed, you won't have that great of results.



Click [HERE](#) for a video on the pieces of the puzzle. (Note: this video talks about 5 components, with consistency as the 6th one not noted in the video.)

# **RESISTANCE TRAINING**

# Resistance Training 101

We were made to do low level resistance training frequently. Before modern times, humans had to carry, load, build, climb, and constantly use their bodies in these ways to work and survive. Our bodies were MADE TO DEAL WITH RESISTANCE! Since most of us don't need to use our bodies to this extent anymore, it is CRUCIAL that we MANUFACTURE this resistance in our lives.

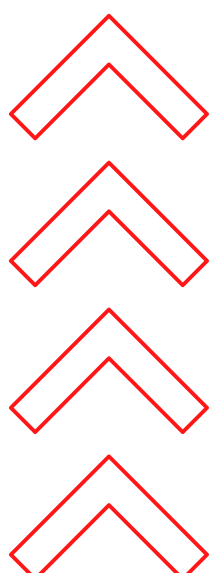
Click [\*\*HERE\*\*](#) for a video on the benefits of Resistance Training.

**Resistance Training** has an incredible amount of benefits. Some of these include:

- improved muscle strength and size
- Increased independence while you age
- Increased bone density
- Better posture
- Better confidence
- Better mood
- Better body composition
- Lowers risk of several chronic conditions

Resistance training is often called 'the fountain of youth' for the effects it has at keeping you moving well and looking good. This form of training should be the base of your fitness journey and is the optimal form of training. There is nothing wrong with doing cardio or other types of workouts, but proper resistance training will give you the most amount of benefits.

The next page dives into the BEST resistance training strategy that exists called **High Intensity Training. (Not High Intensity Interval Training)**



# High Intensity Training

\*\*\*Not what most people refer to as 'H.I.I.T.' workouts

Most people who lift weights: 1.) lift weights too quickly 2.) don't have perfect form, 3.) don't push each set hard enough, 4.) do too many sets

"You can train long or you can train hard, but you can't do both."

Click [HERE](#) for a video explanation of High Intensity Training.

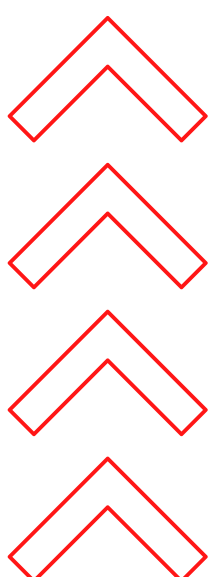
**High Intensity Training** is a style in which the volume is low and the intensity is very high. The reps are performed perfectly in a slow and controlled manor, and each set is taken to muscle failure. This is the safest, most efficient, and most optimal way to train.

**Henneman's Size Principle** explains that motor units are recruited in an orderly manner from smallest to largest. This means that at the beginning of a set when it is not difficult yet, you are recruiting mostly the smaller slow-twitch muscle fibers. As the set goes on you recruit larger fast-twitch muscle fibers. During a properly performed set, when you hit muscle failure and can no longer move the weight anymore, you have successfully stimulated all of your muscle fibers in that muscle group, which is the goal of resistance training. Since a properly done set recruits and stimulates every muscle fibers, one set can be enough to produce strength and muscle adaptations in an optimal way.

A **Common Misconception** is that you need to lift heavy weights to stimulate the fast twitch muscle fibers and light weights to get the metabolic stress or 'muscle pump'. A properly done High Intensity Training set will stimulate every muscle fiber, including the larger fast twitch muscle fibers and will result in massive amounts of metabolic stress. (Your muscles will be PUMPED like never before)

High Intensity Training done properly will not only lead to the best results, but it will also be the **safest** way to train since it requires that you choose a moderate weight, move slowly and with perfect form, doing a minimal amount of volume.

Click [HERE](#) for an example of me doing a proper set of an exercise.





# **Optimized Human** **Blueprint Workout**

These principals can be applied to most resistance training exercises. So next time you go to the gym, try moving slower, going closer to failure, and doing less sets. If you are able to push yourself really hard then you will be amazed at your results.

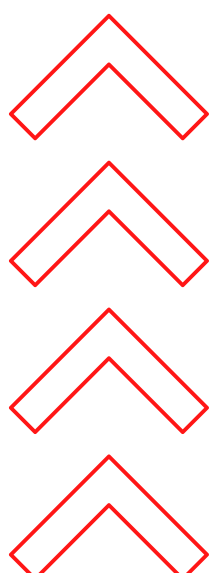
**If you would like a concrete plan, you can click HERE to purchase my 12-week FULL GYM program that will get you look awesome and feel really good.**

**If you want to workout at home with minimal equipment (Suspension Trainer and Dumbbell) click HERE for my at home workout plan.**

The at home workout plan uses a suspension trainer and an adjustable dumbbell.

**Click Here for a link to the suspension trainer I recommend.**

**Click Here for a link to the adjustable dumbbell I recommend.**





**DIET**

# Nutrition 101

Diet is the NUMBER ONE thing you can do for your body composition.

The GOLDEN Rule of nutrition is that if you eat MORE calories than you burn, you will GAIN weight, and if you eat LESS calories than you burn, you will LOSE weight. For every 3500 calories that you are in a 'surplus' you will gain a pound and for every 3500 calories that you are in a 'deficit' you will lose a pound.

There are a lot of fad diets out there. Keto, Intermittent Fasting, Paleo, Carnivore, and many more. THERE IS NO MAGIC DIET! Every diet that works, works for the same reason: they get you to consume less calories than you burn. Pick a pattern of eating that YOU like and allows you to hit your calorie goals.

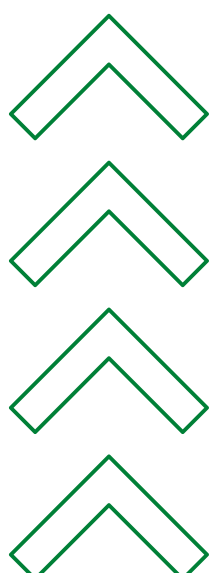
No matter if your goal is primarily to lose weight or gain weight, I recommend these primary principles in order of importance:

1. Hit your calorie goal
2. Eat a high protein diet
3. Eat MOSTLY whole foods

Understanding that we need to adjust our calories to either gain or lose weight, how do you find out how many calories your body is burning per day?

Click **HERE** and punch in your numbers. This will tell you what your Total Daily Energy Expenditure is. This is the approximate number of calories your body burns each day. If you eat more than this you will gain weight, if you eat less than this you will lose weight. 'My Fitness Pal' is my favorite app for tracking calories.

The next couple pages talk about whether your main goal is to lose fat or gain muscle. You can still gain muscle while trying to lose fat, it will just be at a slower rate than just trying to gain muscle alone. Most people should start by trying to lose fat and getting as lean as they would like first.





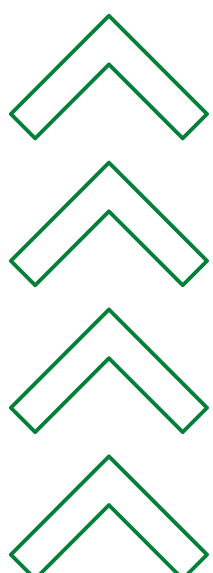
# Protein

Click [HERE](#) for a video on why you should prioritize protein.

Protein is important for three main reasons:

1. It helps build/retain muscle mass
2. It is highly satiating (if fills you up!)
3. It has a higher thermic effect than the other macronutrients which means it takes more calories to digest protein

Whatever your fitness/body composition goals are, I recommend eating .6-1.0 grams of protein per pound of body weight. If you are obese, then eat 1.0 grams of protein per pound of GOAL body weight, not current body weight.





# Fat Loss

Click **HERE** for a video on FAT LOSS 101, what people get wrong.

On the page titled 'Nutrition 101' you calculated your 'TDEE'. To lose fat, we need to eat less than that number. How much of a caloric deficit should you be in? I recommend somewhere between 20-35%.

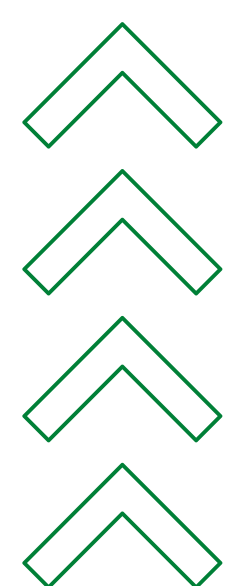
So if your TDEE is 2500 calories, then you should aim for somewhere between 1625-2000 calories as an average daily total.

While eating in a caloric deficit, it is CRUCIAL that you eat a high protein diet (around .6-1.0 grams per pound of body weight) and resistance train. Doing those two things will help KEEP the muscle on your body so that most of what you LOSE is fat.

I recommend TAKING BREAKS. It rarely works out for people who set out to lose fat forever. Fat loss is a stress on your body so it is good mentally and physically to take breaks.

My favorite 'Diet Break' strategy is the 5/2 method. Eat at a caloric deficit for 5 days and then 2 days at your TDEE. The biggest mistake that people make doing this style of diet is going way overboard on calories on the two 'off' days. Follow the 5/2 method for anywhere between 3-8 weeks before taking a 2 week break at your TDEE calories.

On the next page there is a list of ways to make eating in a caloric deficit easier.



# Protein Excepted Intermittent Fasting

Studies show that as long as calories/macronutrients are matched, the time that you eat does NOT matter much at all for body composition.

That being said, the best pattern of eating is one that makes it easiest on YOU to hit your targets and increases your adherence.

My favorite eating structure when I'm trying to lose fat and be in a caloric deficit is to do a modified **Protein Excepted Intermittent Fast**. Essentially, this means replacing some of my normal eating times with a very low calorie/high protein meal. I normally eat 4x a day. When I am trying to lose fat, I switch two of these meals to basically just protein and a little bit of produce. Some of my favorite go-to's for this is: 2 cans of tuna, 4-6oz. of chicken, and protein powder. With each of these meals I normally include some berries or low calorie vegetables to get some fiber in. I like this style because I am never hungry in the morning, so I like something light and quick.

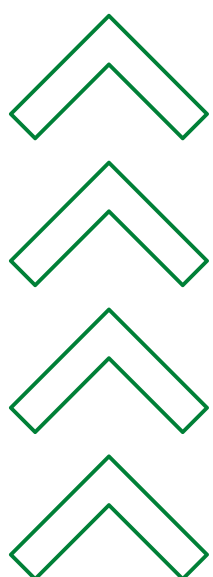
A sample fat loss day for me following this pattern looks like:

**7:00am** - 1.5 servings of Protein Powder and Frozen Blueberries  
(low calorie/high protein meal)

**11:00am** - Scrambled Eggs with Spinach, Sweet Potato, Assorted Fruit  
(normal meal)

**3:00pm** - 2 cans of Tuna and some Broccoli  
(low calorie/high protein meal)

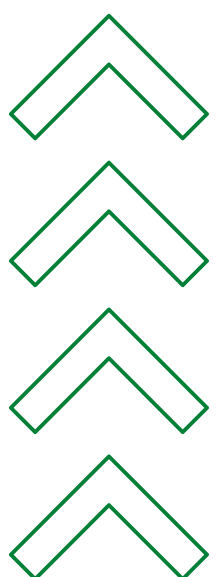
**5:30pm** - Tacos and Vegetables with my family  
(normal meal)



# Caloric Deficit Tips

These tips will make being in a caloric deficit much easier:

- Control your environment at home! You won't eat a whole bag of peanut butter M&M's if you don't *have* them at your house.
- Don't go to the grocery store hungry
- Drink Black Coffee (appetite suppressant)
- Drink Diet Soda or Carbonated Water
- Shrink your 'eating window' (Push breakfast back and don't eat after dinner)
- Only eat 3-4x a day
- Eat High-Volume/Low Calorie Foods
  - Vegetables, salads, soups, cauliflower rice
- Protein (>25g) and produce at each eating time
- Eat a lot of protein in general (ideally 150>grams a day)
- Plan your meals the day before (You can even enter food on MyFitnessPal the day before)
- Prep your meals
- Don't drink your calories ('budget' yourself 500 cals a week in drinks)
- Slow down when eating
- No distracted eating, pay attention to your meal and enjoy it!
- Use smaller plates
- Drink water before and after your meal
- Sweets in moderation or low calorie sweets like 'Halo Top Ice Cream'
- Sleep at least 7 hours a night (low sleep is associated with more hunger and binge eating)
- Low calorie alcoholic drinks
- Eat out less
- Make a 'caloric budget' for going out to eat (under 600 cals)
- If you are going out to eat, eat less the rest of the day so your calories are in check
- Get **ahead** in protein and **behind** in calories early in the day
- Substitute a meal/snack with a very high protein/low calorie meal/snack
- Walk more! If you feel hungry, go for a walk (this sounds crazy... but try it)
- Consume most of your carbs the meal before and after your workouts, and maybe try cutting down on carbs the rest of the time which will cut down on your calories overall





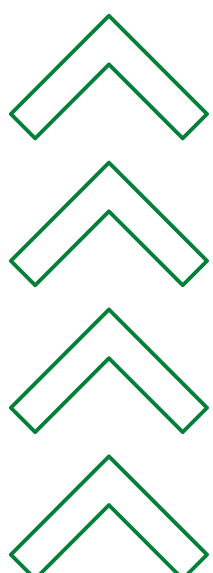
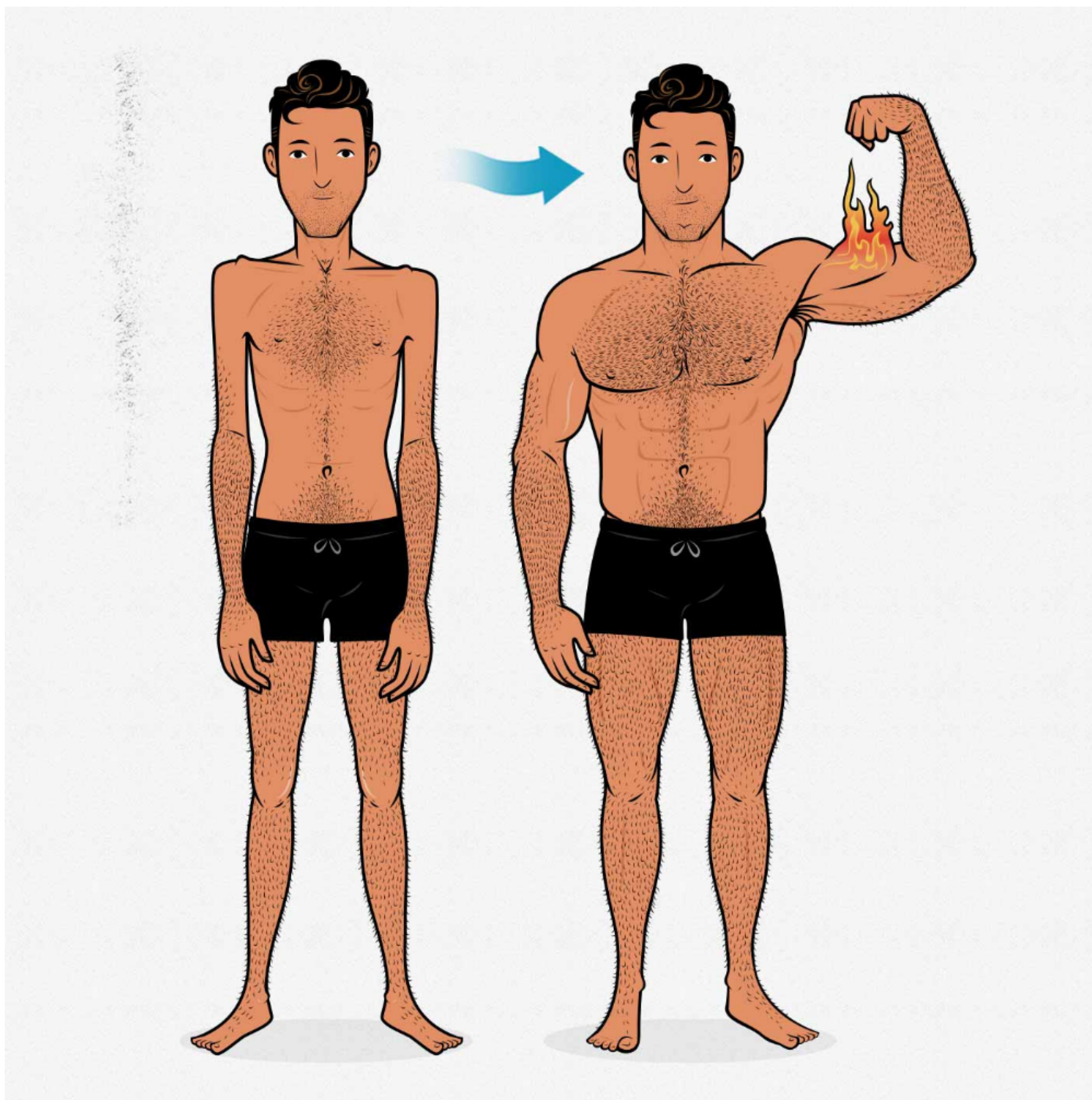
# Muscle Gain

If you are already as lean as you would like to be, but want to gain some more muscle mass then this page is for you.

On the page titled Nutrition 101 you should have calculated your T.D.E.E. which is your Total Daily Energy Expenditure. To gain weight from this point you need to be in a caloric surplus. I recommend sticking to a very slim surplus of between 200-300 calories per day. If your T.D.E.E is 2500, then trying to be between 2700 and 2800 calories is ideal.

A **Common Mistake** many guys fall prey to is to do a 'dirty bulk' in which they eat anything and everything and are WAY over their T.D.E.E. calories. This will lead to unwanted fat gain. The goal of a proper 'bulk' is to put on mostly muscle mass with as little fat gain as possible. When in doubt take it slow!

After being in a caloric surplus for 6-8 weeks, you can do periods of 2-3 weeks at about 400-500 calories below T.D.E.E. calories to cut some fat.





# Shopping List

The goal is to eat at least 80% (ideally more like 90%) whole unprocessed foods. The following is a simple list of foods that I recommend. This is a very basic list, feel free to go outside of it, just make sure most of the foods you are eating are whole 'real' foods.

**Protein:** Chicken, Turkey, Lean Beef, Eggs, Egg Whites, Tuna, Greek Yogurt, Protein Powders, Tofu, Ground Meats, Seafood

**Fats:** Avocado, Avocado Oil, Coconut Oil, Olive Oil, Nuts, Nut Butter, Seeds

**Carbohydrates:** Potatoes, Sweet Potatoes, White Rice, Oats

**Dairy/Dairy Substitutes:** Skim milk, Greek Yogurt (listed again), Almond Milk

**Fruits and Vegetables:** Most fruits and vegetables are going to be great additions and provide a lot of nutrients for not that many calories

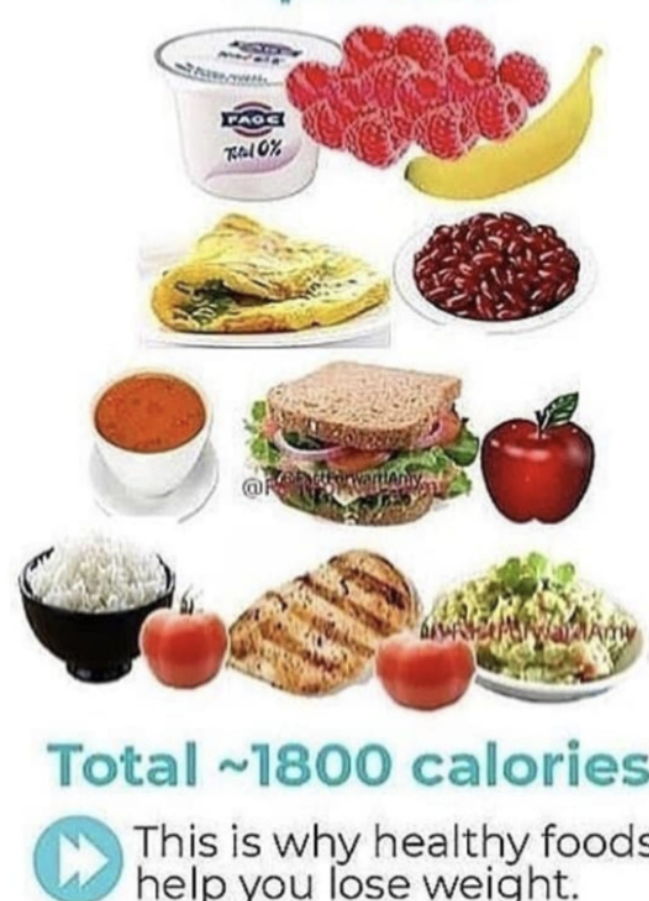
**Condiments:** Look for low calorie condiments such as mustard or salsa

## 1800 Calorie Day

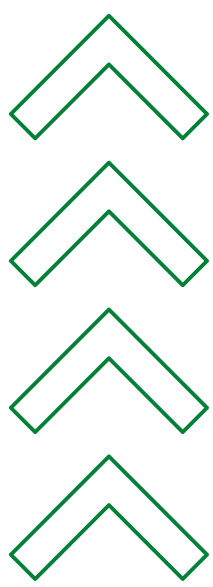
Option 1



Option 2



Real foods are way more filling than processed food.



# Supplements

**Protein Powder** - Getting the correct amount of protein can be tough. A good protein powder is a super convenient way to get extra protein in the day.

This is a link with a discount to the Whey Protein I recommend:

<https://noslackjusthustlesupps.com/products/whey-protein>

(Use code: 'OPTIMIZED' for 10% off at checkout)

If Whey Protein causes you digestive distress (some people can get this) then this is the Vegan Protein I recommend:

<https://noslackjusthustlesupps.com/products/plant-protein>

(Use code: 'OPTIMIZED' for 10% off at checkout)

**Creatine** - The most researched supplement on the planet. Incredibly safe and effective for physical AND cognitive benefits. It will help you gain muscle mass and improve your workout performance.

This is a link to the creatine I recommend taking:

<https://noslackjusthustlesupps.com/products/creatine>

(Use code: 'OPTIMIZED' for 10% off at checkout)

**Mens Multivitamin** - Multivitamins can help fill in the gaps that you don't get from your diet.

Here is the link to the multivitamin I recommend:

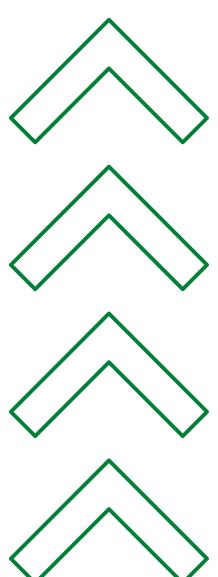
<https://noslackjusthustlesupps.com/products/mens-multivitamin>

(Use code: 'OPTIMIZED' for 10% off at checkout)

**Women's Multivitamin** -

<https://noslackjusthustlesupps.com/products/womens-multivitamin>

(Use code: 'OPTIMIZED' for 10% off at checkout)





**DAILY  
MOVEMENT/  
CARDIO**

# Daily Movement

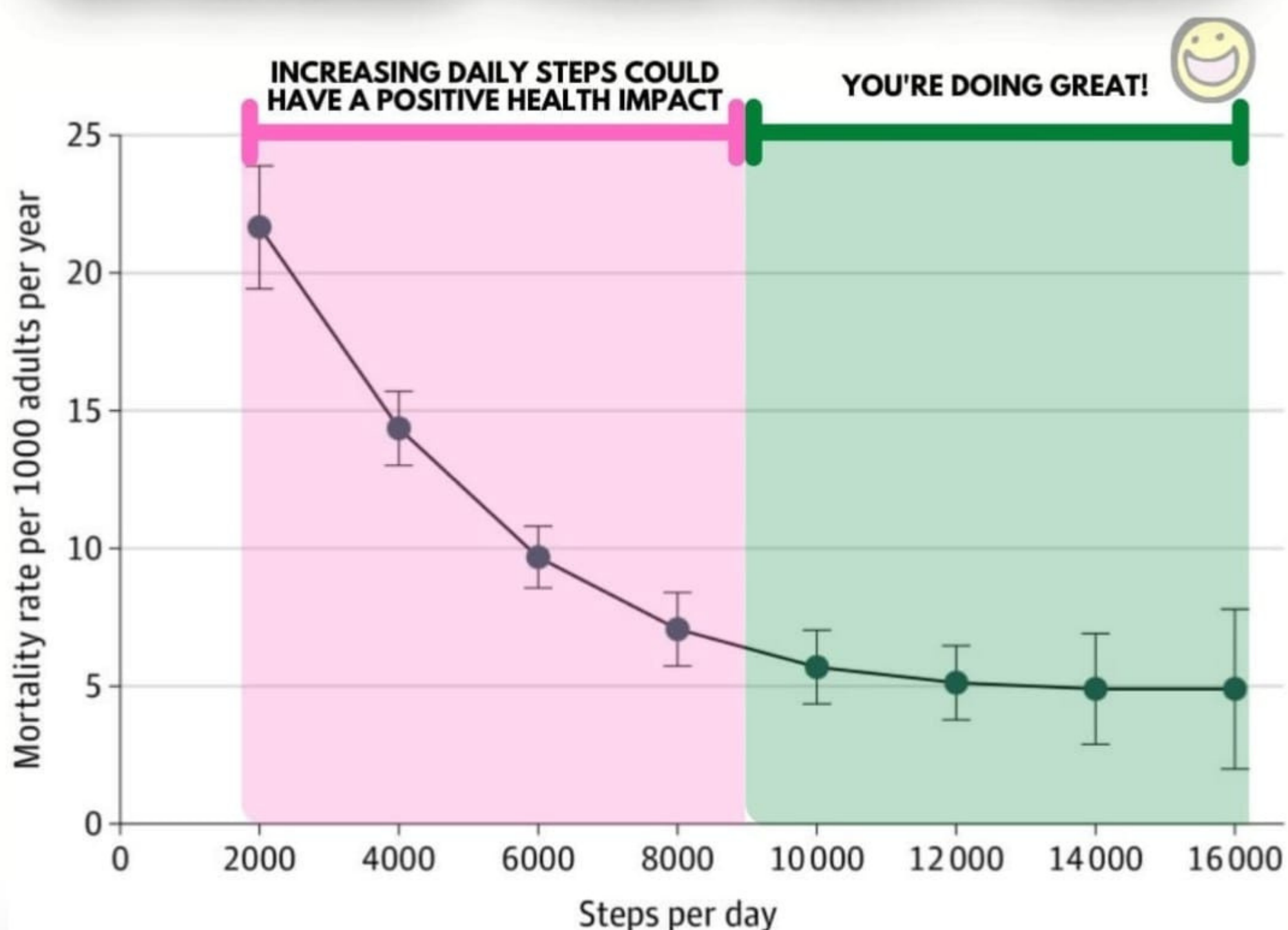
Click [\*\*HERE\*\*](#) to learn how to MICRODOSE MOVEMENT.

I used to scoff at the idea of step trackers for health. My feelings on this have made a 180 degree turn, and now I track my steps every day. A higher step count is correlated with a longer lifespan. Getting more steps also boosts blood flow and helps you recover from your workouts as well. It's amazing what getting more steps can do for your mindset, and on the flipside, what sitting all day long can do to your mindset.

Pay attention to how you feel the next time you are extremely sedentary for a day. I know how I normally feel: fatigued, crabby, lethargic, etc. Getting more steps will do wonders.

Your goal should be to hit at least 10,000 steps each day. It may take a while to build up to this amount. Whatever number of steps you are currently averaging, try adding 1,000 steps to that daily amount every couple of weeks until you are consistently hitting 10,000 plus. Small changes make a big difference. Take the stairs, park far away, use the bathroom that's further away, etc.

## HOW MANY STEPS SHOULD YOU AIM FOR?





# Cardio

Doing properly performed High Intensity Resistance Training will develop your cardiovascular system a lot. Getting those workouts in and getting your daily steps in are priority. These cardio workout options are **only if you want a little extra in your routine**, or if you just enjoy doing cardio in your routine. There are a few different types of cardiovascular workouts, the two main types I recommend are: L.I.S.S. (Low Intensity Steady State), H.I.I.T. (High Intensity Interval Training)

## Low Intensity Steady State:

This is exactly what it sounds like, doing an activity at an easy intensity for a longer duration. Going on an easy bike ride, easy swimming, an easy run, etc.

I like to try and involve my kids in my L.i.S.S. and pull them on the bike trailer or go on a short run with them. I love using L.I.S.S. as a mood boost and a chance to get outside.

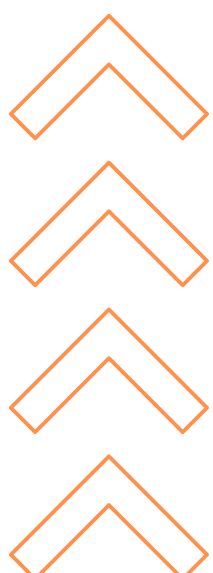
## High Intensity Interval Training:

This is short bursts of an ultra high intensity. Hill sprints, bike sprints, swim intervals, or any other extremely high heart rate movement done at a high level of effort for a short amount of time with breaks. This can be thrown in at the end of your resistance training session or on an off day.

My favorite rest/work interval strategies are:

- Tabata (20sec on/10sec off x 8 rounds)
- 30 seconds all out, followed by 3-4 minutes rest x 3-5 rounds
- 20 seconds all out, followed by 2 minutes rest x 4-8 rounds
- 15 seconds all out, followed by 45 seconds rest x 5-10 rounds

Make sure you are warmed up properly, and do at least 5 minutes of warming up with that activity. Pick something that YOU can handle. If you don't think you can sprint with proper form, then the stationary bike is a better choice for you.





**SLEEP**

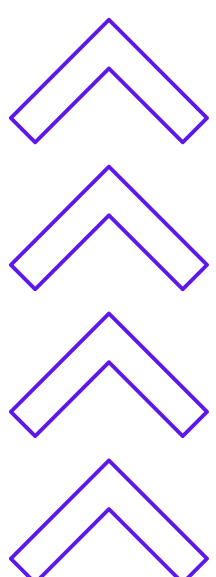
# Sleep 101

Everybody knows that it's ideal to aim for 8 hours a night. Even though that is ideal, pick something that is **REALISTIC** for **YOU** and your lifestyle. I was stressing over not getting 8 hours, so I made the decision to adjust my goal to getting 7 hours, and a 20 minute nap during the day.

The bare minimum you should shoot for is 6 hours a night. Naps count towards your daily total!

It is important to practice good **Sleep Hygiene**:

- Blue light blocking glasses 1-2 hours before bed
  - Link to the bluelight glasses I recommend:  
<https://amzn.to/3V3JEY5>
- Get out in the sun during the day
- Don't eat a big meal or workout too close to bed time
- Have a regular bed time routine that tells your body it's time to sleep.
- Sleep in a very dark environment

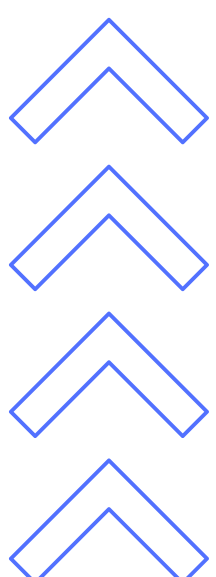
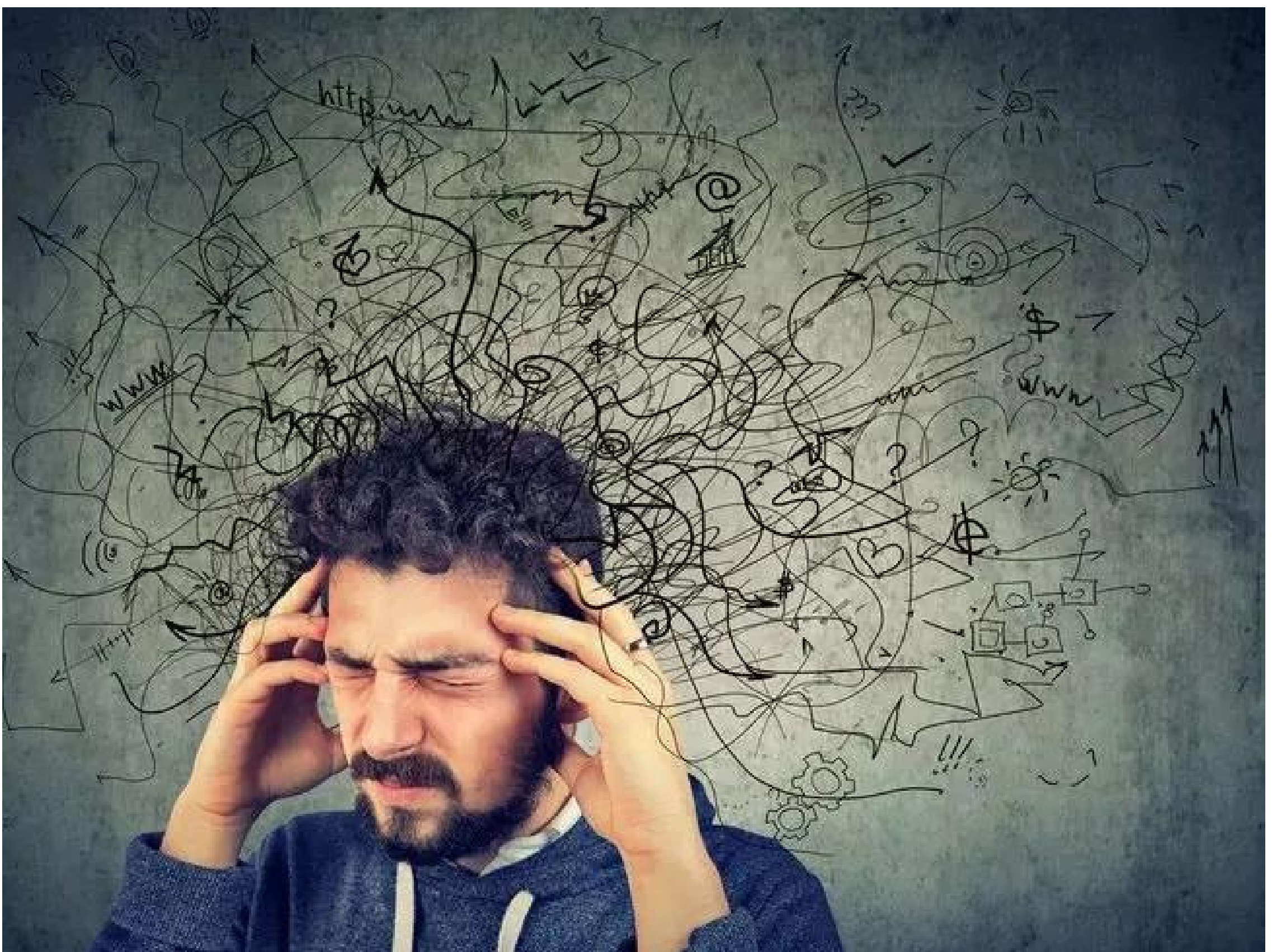


**STRESS**

# Stress Management

Having high stress levels has a lot of negative consequences for your health including increased body composition.

Try your best to make sure you have good relationships in your life and manage your stress the best you can. If you follow the previous steps in this book and resistance train, eat right, move a lot, and sleep well then you are well on your way to lowering your stress levels.





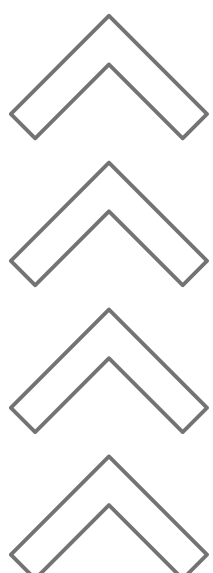
**Consistency.**

# Consistency 101

The goal is to have every piece of your wellness puzzle in place and to do these things well the rest of your life.

HABITS are more important than MOTIVATION. Were you motivated to brush your teeth this morning? No! Did you still do it? That is because it is a habit. Motivation is a nice feeling, but that's all it is: a feeling.

Motivation comes and goes. It is crucial to build habits surrounding each piece of the puzzle.



# Next Steps

After reading this, it's time to get OPTIMIZED! I hope you are encouraged to start hitting all the pieces of the puzzle to optimize your life. It doesn't have to look perfect! But do the best you can. Self love and self care are NOT selfish. Take care of yourself physically and you will be a better mom, dad, husband, wife, employee, you name it you will be better at it from taking care of your body!

If you would like further accountability and customization of your program, contact me to see if my Online Coaching services would be a good fit for you.

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