



# THE ULTIMATE FAT LOSS FORMULA





Hi there, I'm Kirk Miller

People come to me with different motivations but there is one common problem every single person struggles with...

**DROPPING BODY FAT** and keeping it off!

I've had a lifetime dedicated to health and fitness, and have been in shape my whole life, so I know exactly what it takes to do this.

I've broken cover records, won the Men's Health Cover Model Competition back in 2010 and transformed hundreds of successful men all the world.

Just like these guys, you would have achieved success with your business and family by making smart decisions at critical times.

Now let's do the same for you and your body.







Given the choice, every man would love to build a great body and live with true confidence.

But I appreciate there is so much BS information out there, it can be difficult to know what to do when you are stuck with your fat loss.

So before I share exactly what you need to do, here are some Fat Loss Facts that can really help you get a better understanding of what has led you to get to where you are right now. I am very straight talking so prepare yourself:

- 1** Your current body fat, weight and shape is a reflection of what you have been willing to tolerate.
- 2** True progress happens when you take FULL RESPONSIBILITY for all your thoughts, decisions, and choices, ALL YEAR ROUND.
- 3** The Golden Rule to remember with Fat Loss is, you **MUST** be in a calorie deficit to achieve Fat Loss. If you are not dropping fat, you are taking in more energy, than you are expending out.

If you don't have your dream **WORLD CLASS BODY** yet, or simply the level of body fat you desire, there are only 3 things to consider.

I've taken these directly from my Built To Last program that has delivered amazing results for entrepreneurs and high achievers around the world.

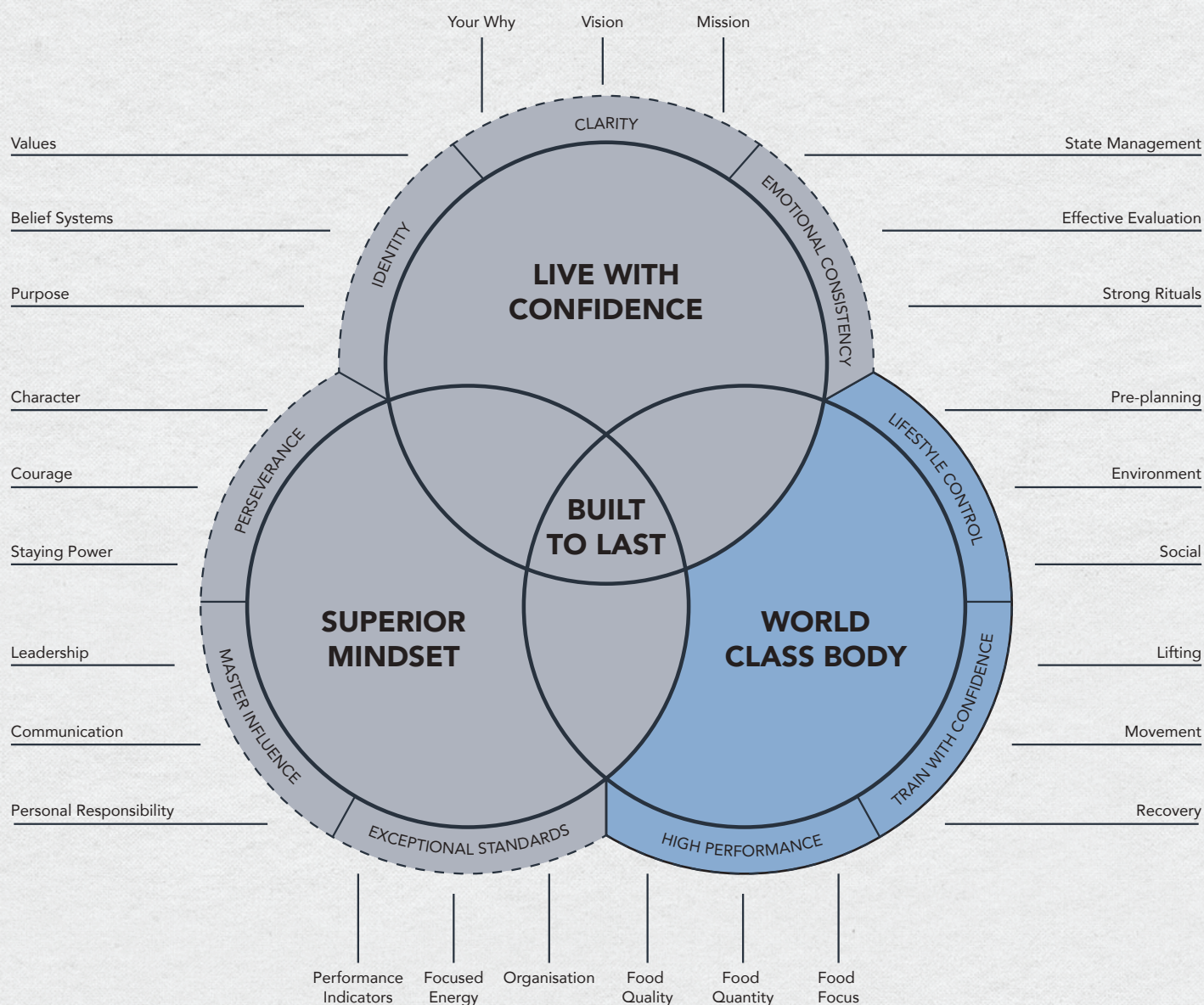
To help you create a **World Class Body**, you need to focus on these 3 areas:

- 1: High Performance Eating**
  - 2: Training With Confidence**
  - 3: Lifestyle Control**
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This diagram is an overview of the key pillars and education we provide all clients to help them build a **WORLD CLASS BODY**, **SUPERIOR MINDSET** and **LIVE WITH CONFIDENCE**.

But to help you with your fat loss, for now, we are just going to focus on the **WORLD CLASS BODY** section.

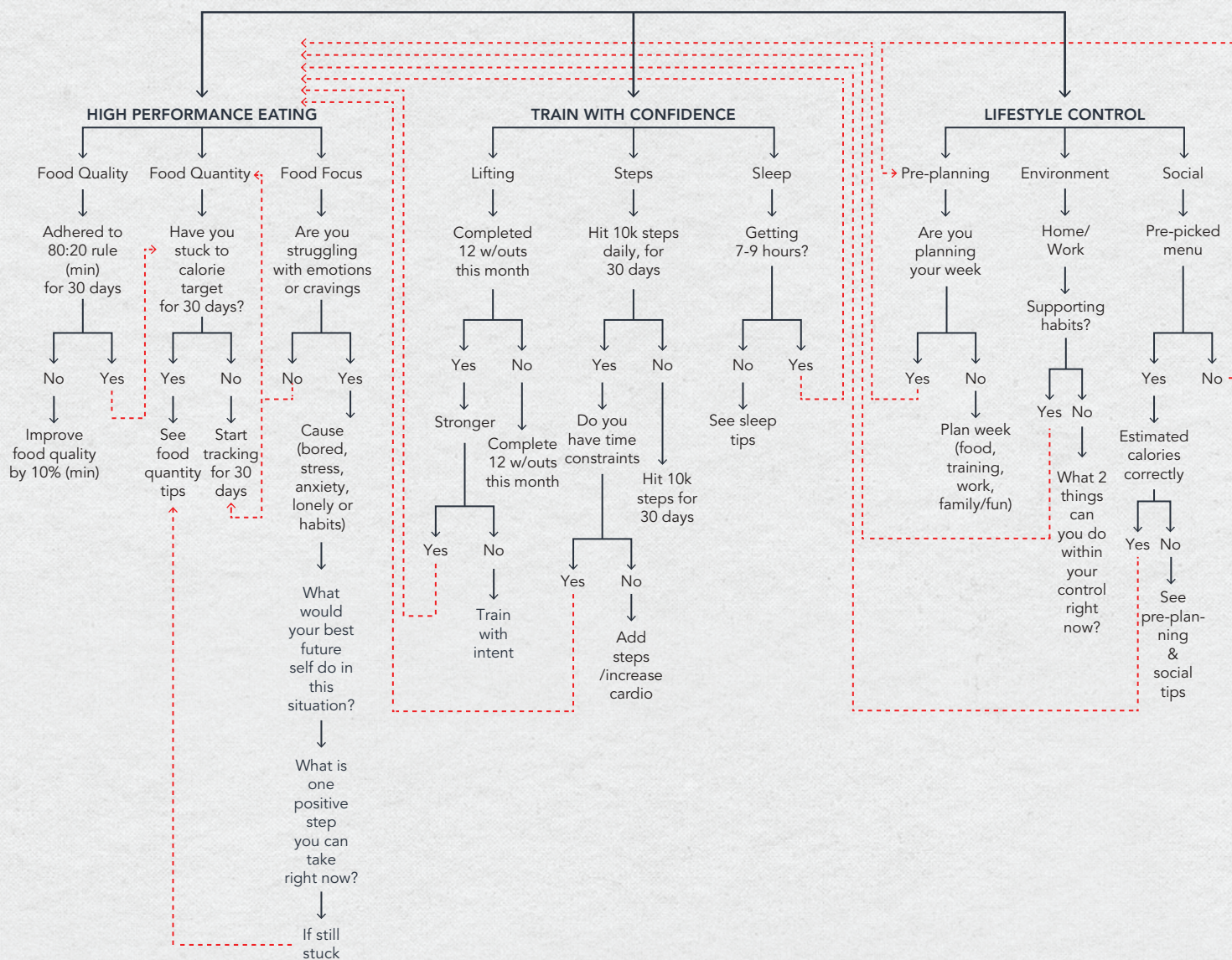






Once you have looked over the decision tree framework below, go through the 7 STEPS TO FAT LOSS I have followed this up with, so you know what to do, wherever it leads you to.

### WORLD CLASS BODY







## 7 STEPS TO FAT LOSS

### Step 1:

Carefully study the decision tree framework above around the three key areas to fat loss:

High Performance Eating  
Train With Confidence  
Lifestyle Control

### Step 2:

Identify which is the number ONE area holding you back most from dropping fat right now. It's likely to be the thing you lack consistency or control with.

### Step 3:

Underneath this ONE key area will be 3 sub categories. Being 100% honest with yourself pick the one thing that if you improved would help you create momentum and progress with your fat loss.

### Step 4:

Follow the decision tree of this one category, answering the relevant Yes/No questions with full transparency.

### Step 5:

This will lead you to the exact thing you need to take ACTION with.

### Step 6:

Wherever your end destination, I have included 3 TIPS and QUESTIONS to help you across every topic The Ultimate Fat Loss Formula decision tree may lead you to:





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## Food Quality:

- Identify which processed food(s) you eat most frequently. What whole food source could you replace it with?
- Calculate how much added sugar you eat per week. How and when could you easily reduce this by 10% (minimum)?
- Which foods give you more energy? How can you make sure you eat more of these foods?

## Food Quantity:

- Which foods do you regularly eat that give you less food (volume) per calorie? How could you eat less of these, or replace them with an option that gives you more food per calorie, or simply a similar taste but less calories?
- When do you crave more food in your day? Manipulate your calories across your day so you allow for more food at this time. (eg. 25% cals breakfast, 25% cals lunch, 50% evening meal)
- What days do you like to eat more food within your week? Manipulate calories so you allow for more food on these days, and slightly lower on other days (without starving or you will binge). Keep protein consistent on all days.

## Food Focus:

- Anticipate days/times you feel most stressed, anxious, bored or vulnerable that lead you to over eat/drink. What else could you do that makes you happy instead of eating or drinking?
  - Write down 25 reasons why controlling your emotions and food is important to you and your life?
  - When emotions and cravings are high, drink a glass of water, then close your eyes for 2 to 5 minutes. Nasal breathe in for 4 seconds, out for 4 seconds to control your state. Then ask yourself - 'Am I really hungry?' If not - 'What is one positive step I can do right now, that will stop me from over eating?'
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## Lifting:

- If you aren't completing your sessions, schedule them as early as possible (1st thing or lunch latest).
- Focus on more compound exercises, with slower reps and more super sets in every workout.
- Stay off social media, emails, Whatsapp and away from phone calls, if you know you could train harder.

## Steps:

- Look at your average weekly step target the past 4 weeks. How and where could you easily increase this by an minimum 7000 steps (1000 extra per day)?
- Walk every phone call you have.
- Every 50 to 75 mins, WALK for 5 mins (min). This is a minimum 40 mins walking over an 8 hour work day. You will manage your energy and productivity from doing this.

## Sleep:

- Stay off Whatsapp, social media and emails at least 20 mins before bed.
  - Aim for 7 hours minimum per night. If you miss it, schedule a power nap, deep nasal breathing exercise or meditation during the day to recharge/catch up.
  - Never snooze.
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## Pre-planning:

- Schedule exactly what days (when/where) you will train every week like a work appointment. If you can't do this weekly, do it every night for the next day. Do the same with movement/steps.
- Plan exactly how you will manage your food for the week by Sunday midday latest (I do it Sat am): Track protein/calories, shop/meal prep, habits/eat on go or out source. Choose one or a mix of 2. If you can't do this weekly, do it every night for the next day.
- The more heavy your weekend social calendar, the more disciplined/less flexibility I recommend during the week

## Environment:

- Does your home and/or work environment help or hinder your health habits? If not, what can you do to change it?
- When was a time you felt at your most healthiest? How did you set up your environment?
- Who do you think would be a great influence on your health, fitness and fat loss? How can you spend more time with them or copy their traits?

## Social:

- Pre-select menus ahead of schedule (at least 24 hours before minimum, ideally the start of week is better).
  - Use 150% rule when tracking calories if you are not sure when eating out. This allows for hidden oils/sauces etc.
  - Pick leaner protein sources, and think booze or desserts (not both) to box smarter with calories.
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## Step 7:

### **TAKE ACTION RIGHT NOW.**

Nothing will change until you do something different.

To become better, we must do better.

As I say to clients all the time:

**'You are what you DO, not what you say you'll do'**





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## CONCLUSION

You have to be totally honest with yourself when it comes to this.

You will find that nearly all roads lead to food management, but there are many things you can do to maximise movement and training quality so you get to eat more food whilst dropping fat.

There are also many things as I've outlined in step 6 to forward think and plan better, so you eat better.

If you are genuinely doing your best and not cutting corners, then it's simply a question of TIME and PATIENCE.

Remember consistency is always KING.

Amateur coaches will state otherwise but you can never be truly 'off it' if you want to live lean, with great energy and confidence.

You have to enjoy the process to get and stay in shape year round.

You haven't 'made it' with your dream body and condition until it feels 100% MENTALLY normal and sustainable.

This is exactly what we help our clients achieve.

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I realized that to get to that level, I needed to work with the best & so reached out to Kirk. I made my goal very clear & Kirk confidently said we could do this.

I dropped 32 pounds of fat, got stronger & leaner than ever before, & finally got the coveted six pack. In addition, I never felt healthier.

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DAVID MYERS



“

Kirk is a fantastic coach, offering so much more than just fitness workouts.

I have learned loads about nutrition, sleep & breathing from some fantastic speakers who deliver trainings inside the program.

I would recommend Kirk to anyone who wants to take their life to another level.

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MATT CLOVER





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My family and career aspirations have all benefited massively from this.

If you are a high achiever but you're not performing optimally and not living with the confidence and energy you want to, I encourage you to join the Built to Last community.

As long as you're willing to put in the work, transformation is inevitable.

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**STEPHEN CAMPBELL**



“

His services go way beyond that of your average trainer, and I'm so grateful for the results I've seen with my training and, more importantly, for me my mental health.

There are no quick fixes or magic pills but if you trust Kirk and put in the work, you will get the results you are looking for.

I couldn't recommend Kirk enough to any fellow business owners who are looking to take their training and mindset to another level.

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**ALAN CRANER**





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After years of Yo Yo dieting I was introduced to Kirk and told he would 'sort me out'. At first I felt like he wouldn't be able to tell me anything I didn't already know, boy was I wrong!

You can watch his videos and see what his doing but the "secret" is within his teaching and life coaching which will change your body and mentality not just for the summer but for life!

**STEVEN GOVIER**



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I've been training since I was 18, and I'd put on a fair bit of muscle over that time but was just nowhere near the condition I wanted to be in.

I'm now in the best shape of my life, stronger than I've ever been and simply couldn't believe the progress photos.

With Kirk, his team and the Built To Last community there are no limits!

**ARPAN DAAS**





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Learning how to control my emotional state has been the single most important tool I have picked up since working with Kirk and not only has it produced a better body and my target weight, but also created a ripple effect that applies to my business life and beyond.

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**MARTIN KOTTMEIER**

“

I am finally on a sustainable path that is helping me look and feel exactly how I wanted to.

I couldn't have done this without the help of Kirk, his team and the built to last community. I strive to make more self-improvements in the future, and know I'm in the right place to do so.

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**MATT WHATSON**





“

I'd seen other trainers in the past and the diet was so aggressive I couldn't stick to it. They very rigid, where as Kirk was very charismatic, made me feel at ease and he truly understood me and goals.

Kirk's straight talking and support made me believe I could achieve anything.

Anyone who struggling to take their mind and body to that next level, and can't get over that hurdle Kirk is your man.

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**AARON EMERY**



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I lost over 25lbs and learned how to live a life not obsessing about food and starving myself to get lean. I am now a much happier person in all aspects of life.

I am most excited about finally having the tools to live life and enjoy good food, while still being able to be in control of my body.

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**CORY ELLIOT**





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You cannot fail just win. Tick off what they set you, and results will follow.

I cannot thank this programme enough for what it has done for me mentally, physically but also everyone I love...Influencing family, friends and those around me.

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**LEE BROOKS**



“

His attention to detail with everything is world class. For me though, the mindset sessions are where real change happens, and they have been life changing.

Kirk is straight talking, no bullshit, and will tell you how it is. That's exactly how it should be!

As a business owner Kirk is by far one of the best investments I have ever made in myself. Could not recommend him enough.

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**SCOTT SIMPSON**





“

The biggest takeaways are Kirks work ethic, communication, and professionalism. Even though I live in the United States and we are on a 6-hour time difference, we never missed a beat. Kirk was always prompt and most importantly confident and to the point in his responses.

Kirk rehabbed my metabolism, showed me how to train efficiently, and now I over 24lbs down, have a healthier lifestyle, body, and mind.

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**DYLAN SILHAVY**



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Kirk's coaching is world class and his attention to detail is unquestionable.

He's proven you do not need to 'starve yourself' in order to get into shape. I'm now eating around 1000 calories more than when I first started!

If you want to go to the next level, I couldn't recommend a better person to work with.

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**SINA HAGHIGHAT**





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Rarely you meet people who have such a profound effect on your life, enter Kirk Miller.

The constant encouragement and motivation is unparalleled!

I believe what sets Kirk apart is that he truly cares about you, your goals and the results you are after.

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**RAHEEL MAHLIK**



“

I had worked with previous trainers, but none who could match Kirks attention to detail from the start and clear direction with everything made sure I progressed no matter obstacles I was faced with.

Kirk is a master of his game and I would recommend him to any fellow business owners looking to maximize their physical potential and change your mentally with fitness and health forever.

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**JAMES MORGAN**





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I've lost 32lb in 14 weeks, feel stronger than ever, wake up at 5am every day to train and live life with limitless energy.

I would recommend absolutely anyone to get on board with kirk as it really has changed my lifestyle.

Best investment I've made is Kirk Miller.

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LUKE BLAND



“

Since working together (approx six months), I have dropped around 12kg in body fat while eating more than I ever have done. My day to day energy levels are consistent, with no more feeling sluggish. I look forward to training because I've been shown the right technique to get the most out of every session, and it doesn't take hours out of my day.

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LUKE HAWES





“

From the start, Kirk made me realise that to get and stay in awesome shape is down to more than just getting your sessions in. Your food, your sleep, and managing stress are all just as important, if not more.

Overall Kirk has helped me learn and practice a sustainable way of getting and staying in great shape.

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**MATT WEBB**

“

I had paid multiple London PT's 1000s to get in shape, but couldn't keep the fat off.

Now for the first time, Kirk has brought me to a stage in my life where I feel confident with my body. I'm in the best shape of my life physically and mentally. Kirk has installed the desire to help me sustain these results for life.

If you stick with the process it's impossible to fail.

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**ROBERT CRAIG**





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I learned how to manage life again...with the right structure and PLANNING I feel a different person.

This has had a huge ripple effect, most importantly on my family life and loved ones around me.

My work life I feel more positive, and now lead my team loads more energy.

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ADAM BROWN



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This is not a cheap off the shelf workout plan, it has incredible value, and you get what you pay for. When you pay a premium for something, you are more likely to stick to it, but be assured the results are worth it. Looking good and feeling healthy is one thing, but the knock-on effect of being more focused and positive creates more success in whatever field you work in.

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CHRIS PARK





“

I am as strong, fit and lean, as I have been in last 20 years.

JASON CUNDY



“

Since starting with Kirk I have lost over 2 stone and have never felt more confident not only about my body but with my everyday life. He has raised my standards across the board there is no question that he is the best in the business.

JAMES BERGIN





“

This isn't your standard PT programme. I am surrounded by a team of experts. Be that physical, nutrition or personal development. Everyone within the group is committed to self development, push each other on and share the same elite mentality.

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**ETHAN TABERNER**



“

I have gone from not being able to squat due to my knees (all I could do was sit down and get back up). Now I am squatting with 20kg + in each arm, which is life changing after the pain I have lived with.

All of this has happened from home - I've not been in a gym once.

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**CRAIG WOODLEY**





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Working 12 hour night shifts at the time, Kirk helped keep me fully focused - dropping a massive 16kg in body fat.

Something I never thought possible.

Whatever your fitness goal may be, I would definitely recommend Kirk to guide you on your chosen path without hesitation.

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CAL MALIN



“

I can say with conviction that what he teaches works, and he really makes you take responsibility for your actions and thus attaining the results you desire is well within reach.

Since working with Kirk I have never been stronger, fitter and feel so good not just physically, but more importantly mentally...and over 20lbs of fat down for good measure!

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RYAN COWLEY





“

I have trained for as long as I can remember and could never get to where I wanted to be.

Now, I have never felt better all whilst running two business's, as well as look after my baby girl and wife.

He is truly a master in the fitness game, and if you are looking for the best possible results yourself, go and see Kirk.

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**ADAM SMITH**



“

After years of following workout routines & the latest “eating plans” I had almost given up hope that I could make a true body transformation.

Alongside that 4 years ago aged 41, I suffered a stroke which left me paralysed down my right side. Now I am 28lbs of fat down & never been in better physical shape.

Working with Kirk and his team will be the safest investment you will ever make with your mindset, health & body.

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**PAUL HAGGATH**



*'Be happy with  
who you are, but  
always believe you  
are capable of  
becoming more'*

---

**Your coach Kirk Miller**