

HEALTH & FITNESS FIRST AID KIT

*Practical tools for when
life gets in the way!*



MOVE



FUEL



FOCUS



RECOVER



THRIVE

SIMPLE. PRACTICAL. EFFECTIVE. REAL LIFE TOOLS THAT WORK.

Hi,

I created this tool kit to help you take the next step on your fitness journey.

Perhaps you need to stop a bad period of health & fitness ASAP or break out of your current plateau.

Most people don't fail because they lack information, they fail because life gets in the way. It could be as stress increases, your motivation drops, exercise stops and eating slips.

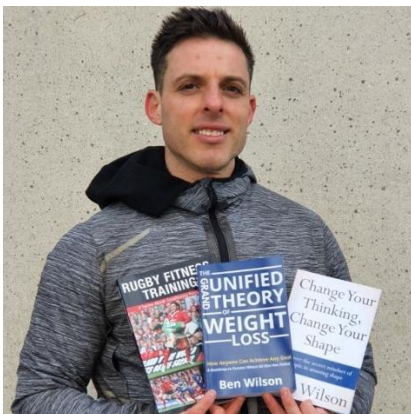
Maybe you are trying to follow an approach that is not tailored to your personality or the person you are at the moment.

This toolkit contains some of the most useful resources I've created over the last 20 years to address these issues and help you get back on track quickly.

Use whatever is most relevant to you right now or work through the tool kit in the order set out below.

Regards

Ben Wilson



Toolkit Contents

[Emergency STOP](#) – Put an end to a negative period in your health & fitness – [Start here >>>](#)

[Motivation](#) – Change how you feel so you take more action – [Let's go>>>](#)

[Food](#) – Use this section to improve your eating consistency – [See more>>>](#)

[Exercise](#) – Get your movement & exercise back on track [here >>>](#)

[Stress](#) – Reduce stress & regain control [here>>>](#)

[Results](#) – Understand what is holding you back [here>>>](#)

Emergency STOP – Put An End To A Negative Period In Your Health & Fitness

The goal of this phase is NOT to start a new fitness regime today, it is simply to get back into break even mode and stay there until ready to take further steps. If you are not going backwards there is much less pressure on you as you will not need to undo further damage when you do get into the swing of things.

How To Stop A Health & Fitness Slide –

The key element to applying an emergency stop is that you are NOT looking to start a new fitness or health drive. One of the big blocks to turning things around is the thought that you will go from where you are right now straight into a strict period. You are not in the correct emotional state for that. It could be in just a day or two you are, but right now meet yourself where you are at.

Do not beat yourself up, feel guilty or panic about what you have been doing recently. The focus now is just to get yourself back into breakeven so you are not sliding backwards further. Then through taking some very small actions, you will begin to generate more motivation to do yet more actions. You would be surprised how quickly you can go from being completely off the pace to feeling locked in. The key is to go with your genuine feelings as the guide. To help this process do the following tasks:

- 1) Fill Your Meals – Drink Water, Add Protein and Eat Vegetables.

Everyone always focuses on trying to stop the bad things, which takes effort and motivation. Yet, few focus on just adding the positives and not worrying about the negatives. More often than not, simply adding in some good behaviours will reduce the bad ones without even trying. There are three main things to do:

Water - A simple way to improve food is ensuring you are drinking enough water, some water before eating can easily get you to eat less. Look to drink up to half a litre of water before you eat a meal. You can also experiment with not drinking liquids while eating, as liquid allows you to eat quicker and thus eat more.

Protein – Without removing any bad foods you can usually improve eating by just adding in some protein. This could be ensuring there is protein each time you eat a meal or even just adding it alongside junk food eating, e.g. have a protein shake while eating chocolate.

Add Some Vegetables – Look to add some vegetables in some form to your day, this could be a green smoothie in the morning or adding some vegetables to your meals. This should help you feel fuller and eat less overall. Adding more veg can be done without changing the bad foods you may be eating, e.g. you have some salad before you eat pizza etc.

- 2) Do One Bit of Movement – Anything!

It is very hard to change how you feel, or get out of a low if you are doing no movement at all. You should just get things moving even if you are not yet changing your foods. What movement looks like to you depends on your recent history and desires. For most people this could simply be about increasing their steps, be that going on a specific walk or generally throughout the days. If you were exercising not so long ago, then do whatever kind of workout you are ok with doing, e.g. just a 5 minute run is good enough, or a 5 minute home routine of press ups and planks. See the exercise section below, for more ideas on easy and quick to do movement.

Ben Wilson – Performance Coaching

- 3) Raise Your Motivation

The prior steps should be enough to already change how you feel and adjust your eating to some degree. To really make an emergency stop you probably need a bit more motivation. With just a little bit more energy you can do more small actions, which will begin to generate a positive spiral of motivation. Many people are surprised just how quickly they can genuinely snap out of a negative period, even if you have been in it for quite a while.

The [motivation section](#) on the next page will take you through this process.

- 4) Respect Your Feelings

While most people search for motivation or willpower to get out of a bad period but this is not the only problem. A common block to change is being put off by your plans to undo the problems caused by this down period. Your plans to start a new diet, cut out junk food, stop drinking, go for a 30 minute run or join the gym again may be so demotivational they are keeping you stuck in this on-going cycle.

If this is the case, then your own feelings are speaking with you and it is important to respect them. You cannot outwit yourself, it is like playing chess alone and against yourself, so you need to consider them. In the motivation section below, there is an exercise to set out what you are prepared to do, and also what you do not want to do. Just be honest on both fronts and meet yourself where you are. You will be shocked when you get past your own objections how quickly you generate momentum and often end up doing the things you are not at all prepared to do today, in just a few days or weeks' time. Change can happen fast IF you respect your current feelings.

Emergency Stop Checklist		
No.	Action	(Y/N)
1	Understand the "How To Stop A Health & Fitness Slide"	
2	Fill Your Meals For A Week – Add water before eating, protein & vegetables during.	
3	Do one bit of movement (walk, exercise video – see exercise section)	
4	Complete the Motivation Kickstart Exercise Here>>	
Avoid -		
	Do not start a new diet or detox	
	Do not start a fitness challenge	
	Do not cut or plan to ban any bad foods	
Focus		
	Just Focus on stabilizing your current self so you do not keep going backwards	
	Make choices based on your genuine desires and review as they change	

Ben Wilson – Performance Coaching

Motivation – Change How You Feel

Perhaps the most common issue in health & fitness is a lack of motivation to spur you into action and take the necessary steps to make progress. There are different elements to motivation, on the one side it is about how emotive your goal and thoughts about it are, but there are also other influences on it. One is how appealing are the tasks you are trying to get motivated to do, if you hate your food & movement plan, it will take much more motivation to get you to do even the simplest of things. Likewise, when stress is high, or you are very busy, this will easily overpower your health & fitness intentions. Do the following tasks:

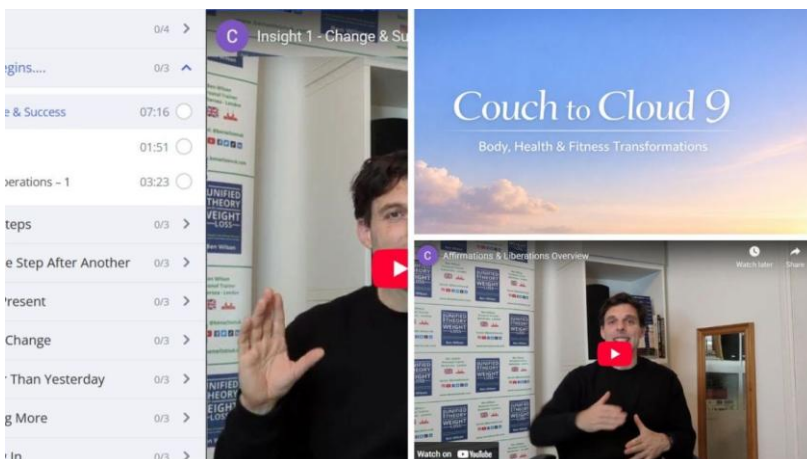
- 1) Motivation kick starter

You can generate motivation immediately by tuning your thoughts into the feelings you have around your goals. This can be done by thinking about the benefits, future consequences or other people in around your goal. Use this video to follow an exercise to quickly generate motivation, [watch here>>>](#)



- 2) Couch To Cloud 9 – Free Access

Motivation is great but what really creates change is sustaining it over a long enough period to get real results. To help you with this I am giving you free access to my [Couch To Cloud 9](#) Programme. It simply involves watching one short 2-7 minute video everyday where I will motivate you through key insights, affirmations & behaviour experiments. The 60 day plan means I can be by your side, supporting & motivating you for two months. Start the [programme here>>>](#)



Ben Wilson – Performance Coaching

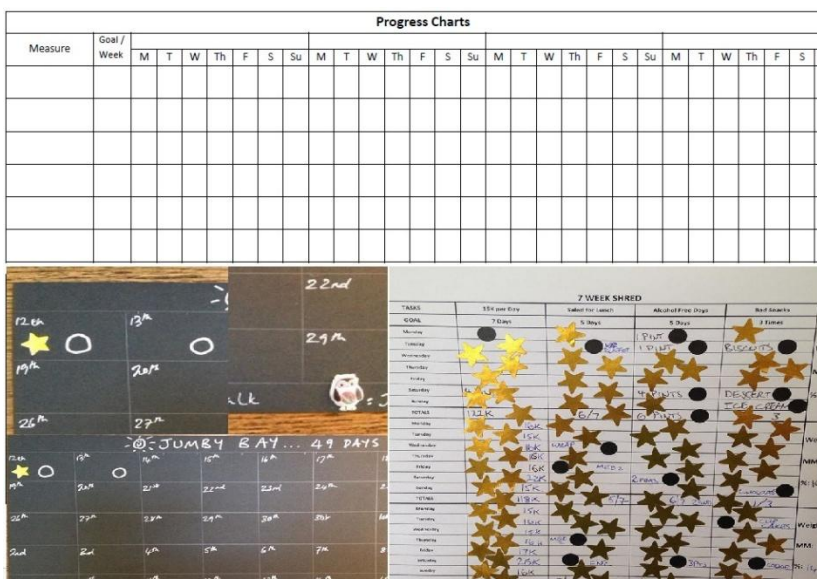
- 3) Simplify Your Approach Based On Desire

The less appealing the tasks you need to do, the more motivation you require. It is often much easier when discussing motivation to just pick easier to do tasks. Really tune into your emotions around this one. As you take more action, your motivation will increase and you will be prepared to do more things. Use the following table to set out what does or not appeal to you.

Desire Based Planning		
	Food & Drink Behaviours You Are Prepared To Do	Food & Drink Behaviours You Will NOT Do
1		
2		
3		
4		
5		
	Movement Behaviours You Are Prepared To Do	Movement Behaviours You Will NOT Do
1		
2		
3		
4		
5		

- 4) Use a Behaviour Wall Chart

A surprisingly effective motivation tool over the years for my clients has been a simple wall chart. There is great power in just tracking a behaviour, giving yourself a tick when you have done it and watching motivation build as a consequence. I personally always used a spreadsheet wall chart for my fitness and would often do things despite not feeling in the mood for it, just so I could complete the wall chart that evening. For body transformations I like to just track steps, food & if that day was a fat loss or not. I would look to keep it as simple as possible, just tracking a few things, based off your answers in the step above. You can make your own behaviour tracker, or download the blank [wall charts here>>>](#)



Food – Improve Your Eating Consistency

If your food is not quite where it should be, then apply some of the methods below.

- 1) Use The Hunger-Fullness Scale

It is common this day and age to fall out of touch with our natural rhythms of hunger and fullness. This means we often end up eating before we are actually hungry or leave it until we are starving. Then while eating, we often go past the point of being content until we have eaten too much. The idea of this exercise is to get back in touch with our natural boundaries around hunger and fullness.

Look to use the following scale to become more aware of your hunger and fullness. The goal would be to eat regularly enough to not become more than a -5 in hunger and then eat the right amount of food so you do not feel more than a +5 in fullness. Allow these scales to determine when, how often and how much to eat during the process. Use the table below to guide you.

The Hunger – Fullness Scale					
	Score	Feeling	Day -	Hunger – Fullness score	
			Time Eaten	Before	After
Fullness	+10	Feel sick from overeating	e.g. 8am	-6	4
	8	Uncomfortable/pain from eating			
	6	Very Full feeling			
	4	Content & nicely full			
	2	Eaten but could have more			
Neutral	0	No hunger or full feeling			
Hunger	-2	Slightly hungry			
	-4	Nice hunger ready to eat			
	-6	Strong hunger, must eat			
	-8	Very strong, harsh hunger			
	-10	Dizzy & pain from hunger			

Complete the table below to chart your Hunger-Fullness scores for a few days.

Day -	Hunger – Fullness score		Day -	Hunger – Fullness score	
Time Eaten	Before	After	Time Eaten	Before	After

Ben Wilson – Performance Coaching

- 2) Add More Taste To Your Eating

On a 0-10 scale, your basic healthy diet should be at least a 7/10 rating for taste & satisfaction, ideally an 8/10 or above. A large percentage of our eating, especially ‘bad’ eating, is a search for more taste because we do not have enough enjoyment in our basic eating patterns. Therefore, a simple way to improve your eating is find ways to add taste to your meals that does not involves significantly increasing the amount of food you are eating (calories). Use the guidelines below to increase the taste in your diet.

1) Taste Index - How would you evaluate your current general / healthy diet for taste (0-10)?			
2) Eating Tastier Foods – What healthy foods/meals do you like and how could you eat them more often?			
3) Removing Less Tasty Foods – What foods/meals that you eat that do not satisfy you much? How could you eat less of these? (Even if they are “healthy” or good for you, it can often be wise to remove low taste foods).			
4) Find Ways to add taste – Use the tables below to find ways to add taste to basic meals, find lower calorie “bad foods / Treat options” and decide upon better snack options.			
Taste (~ 50 calories)		“Treats” <150 calories	Taste ~ 0 calories
1	Apple sauce – 50g	Crisps - snack and jacks	Vinegars -
2	Bbq sauce- 40g	Crisps – quavers	Sea salt / salt
3	Brown sauce – 50g	Crisps – Top corn	Herbs – parsley, mint, basil etc
4	Coleslaw – 33g	Crisps - Walkers squares	Spices – cinnamon, nutmeg etc
5	Gravy – instant- 160 ml	Crisps – Wotsits	
6	Guacamole -30g	Chocolate – Freddo chocolate bar	Snacks
7	Honey – 16g	Chocolate - Dairy milk kids bar	Fruit
8	Hummus – 15g	Chocolate - Milky bar	Fruit & Nuts
9	Jam – 21g	Chocolate – 2/3 rd Dairy Milk bar	Green Smoothie
10	Marmite – 22g	Chocolate – ½ Yorkie bar	Hummus Dip – Carrot, Celery
11	Mayonnaise extra light- 50g	Biscuits – 4 Rich Tea biscuits	Jelly (homemade/bought)
12	Mayonnaise – 8g	Biscuits – 4 NICE biscuits	Nuts
13	Mint sauce – 48g	Biscuits – 5 Chocolate fingers	Protein shake
14	Mustard – 36g	Biscuits – 3 Jaffa Cakes	Protein shake & Fruit
15	Nut butter (peanut) – 8g	Biscuits – 1 ½ shortbread fingers	Rice Cakes
16	Nutella – 9g	Ice cream – 1 ½ mini milk	Rice Cakes - Cottage cheese
17	Olives (in brine) – 50g	Ice cream – 1 ½ calypso	Rice cakes – Nutella
18	Pate – 14g	Ice cream – 1 ½ Solero exotic	Rice Cakes - Potato Salad
19	Peri peri sauce – 80g	Ice cream – ½ Magnum classic	Riveta
20	Pickle (Brantson) -46g	Ice cream – 67g Neapolitan	Riveta – Cheese
21	Salad cream – 15g	Alcohol – Glass of red/white wine	Riveta - Cream cheese
22	Salad dressing (except Italian) – 14g	Alcohol – 2/3 rd pint guiness	Riveta – Hummus
23	Salsa dip – 100g	Alcohol - 2/3 rd pint cider	Riveta - Yoghurt / Berrier
24	Soy sauce – 90g	Alcohol – ½ pint stella	Toast
25	Tomato ketchup – 43g	Alcohol – double vodka/whisky	Toast with Avocado
26	Tomato sauce – Dolmio – 120g		Toast with cheese
27	Vinegar balsamic – 90g		
28	Cream – single – 25g		
29	Cream – spray can – 20g		
30	Cranberry sauce -33g		

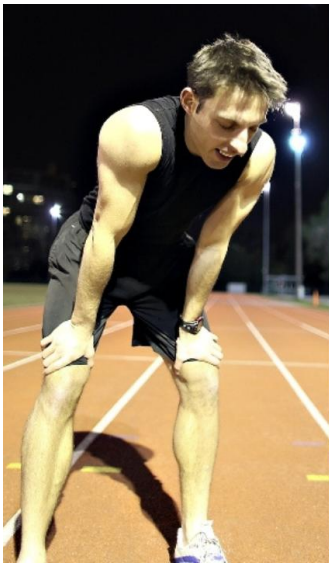
Exercise – Get Your Movement & Exercise Back On Track

Perhaps the easiest area to fix is your exercise, the goal of exercise is to provide a fitness stimulus so your body reacts by making you fitter. The great news is that the less you have done recently, the less you need to do to make the body react. You can make fitness progress on just 10 minutes a week if you are very sedentary. Even if you are at a good level if you have been inconsistent it does not take much to maintain your current abilities. Do the following tasks to kick start your exercise.

- 1) Do Some Aerobic Exercise - The Simplest Way – The 1km Test

If you have been regularly doing aerobic training in the recent past then just do any session to get things going again, even if for just a few minutes. If you have not done much exercise then do the 1km test below.

I have used a 10 minute run test to measure client fitness for newer exercisers for years. An even more simple version of this is the 1km evaluation, which you can do just by walking. The test is very simple, cover 1km in the fastest time you can do it. The grading for this is below, your goal would be to get to level 5 at least, ideally level 6. I expect my clients to get to level 7, albeit there are exemptions depending on client injuries, age etc. However, right now it is just about moving, not worrying at what level you are, or are not at. Just go out and do this, it is super quick to do.



Level	Type	Time
Level 1	Walk	Unable to do 1km
Level 2	Walk	Over 12 minutes
Level 3	Walk / Run	10 to 12 minutes
Level 4	Walk / Run	Less than 10 minutes
Level 5	Run only	6min 30sec to 10 minutes
Level 6	Run only	5.45 to 6.30
Level 7	Run only	5.00 to 5.45
Level 8	Run only	4.15 to 5.00
Level 9	Run only	3.30 to 4.15
Level 10+	Run only	Less than 3.30
*Use more run specific measures for above level 10		

Ben Wilson – Performance Coaching

- 2) Do Some Resistance Exercise - The Simplest Way – Daily Routines for life

If you are used to doing resistance training then just do any form of workout, even if for a few minutes in the house. If you are not used to doing this type of training then you may not be aware of the power of strength training, few realise just how little you need to do to get much of its benefits. To help people with this I designed a series of daily follow along videos. These take just 3 to 7 minutes a day to do. You can [watch the videos here>>>](#)



- 3) Do Some Flexibility Training - The Simplest Way – Office Chair Stretches

If you spend large amounts of time in your office or home chair then you will benefit greatly from this chair flexibility routine. You can do it literally while sitting down working or watching TV. [Watch the video here>>>](#)



Stress – Reduce Stress & Regain Control

For most people, once they have found a plan that works for them, it is stress which becomes the main reason they cannot stick to it. There are various strategies that should be employed to handle stress which includes developing your coping skills without using food and also using methods to actively reduce your stress levels. The following exercises will help you in this area

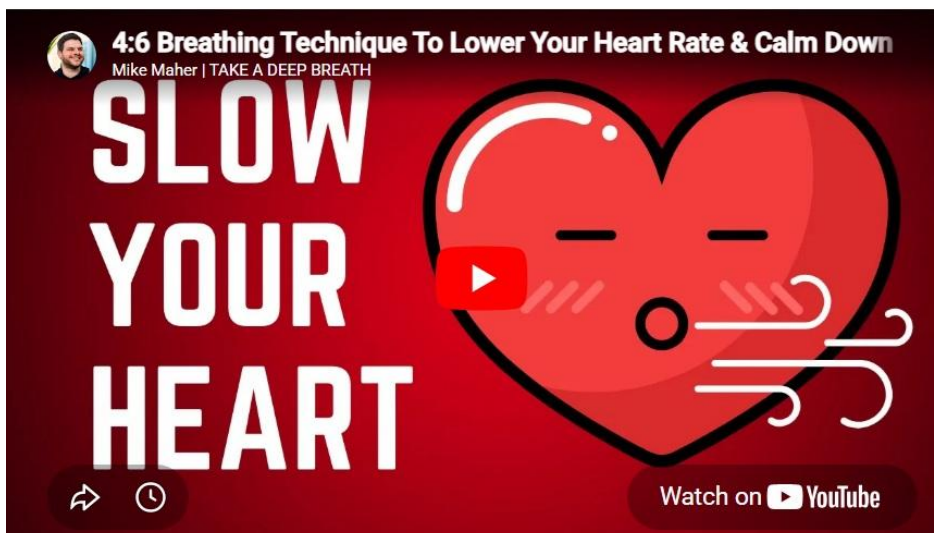
- 1) Plan for Stressful Periods

One of the simplest things you can do around stress is identify the worst foods you turn to and come up with a suitable alternative. This substitute food or behaviour needs to be something you would actually use during a stressful period. While you could write broccoli over chocolate, in real world living, you will rarely actually choose broccoli in the moment when feeling stressed. Your alternatives must be something that could be used, let real world results guide you to what actually works.

Alternative Options When Stressed			
	Worst foods/Behaviours if stressed	Alternative food / behaviour to do	Movement options when stressed
1			
2			
3			
4			
5			

- 2) Experiment With A Stress Reduction Method – The Simplest Way - Breathing Exercises

There are various methods you can use to actively, quickly and effectively change how stressed you feel. My personal favourite, is Emotional Freedom Technique (EFT), which I have used for 20 years, and went on TV to demonstrate it ([see here>>](#)). While that takes a little time to learn, the easiest thing you can do to change how you feel is use a breathwork technique. There are a few different breath protocols you can employ to lower your stress levels, they all work by changing your breathing rhythm associated to specific stressful thoughts. This results in the thoughts carrying less emotional charge and therefore you feel less stressed. Try this 4:6 breathing technique video to begin, [watch here>>>](#)



Results – Understand What is Holding You Back

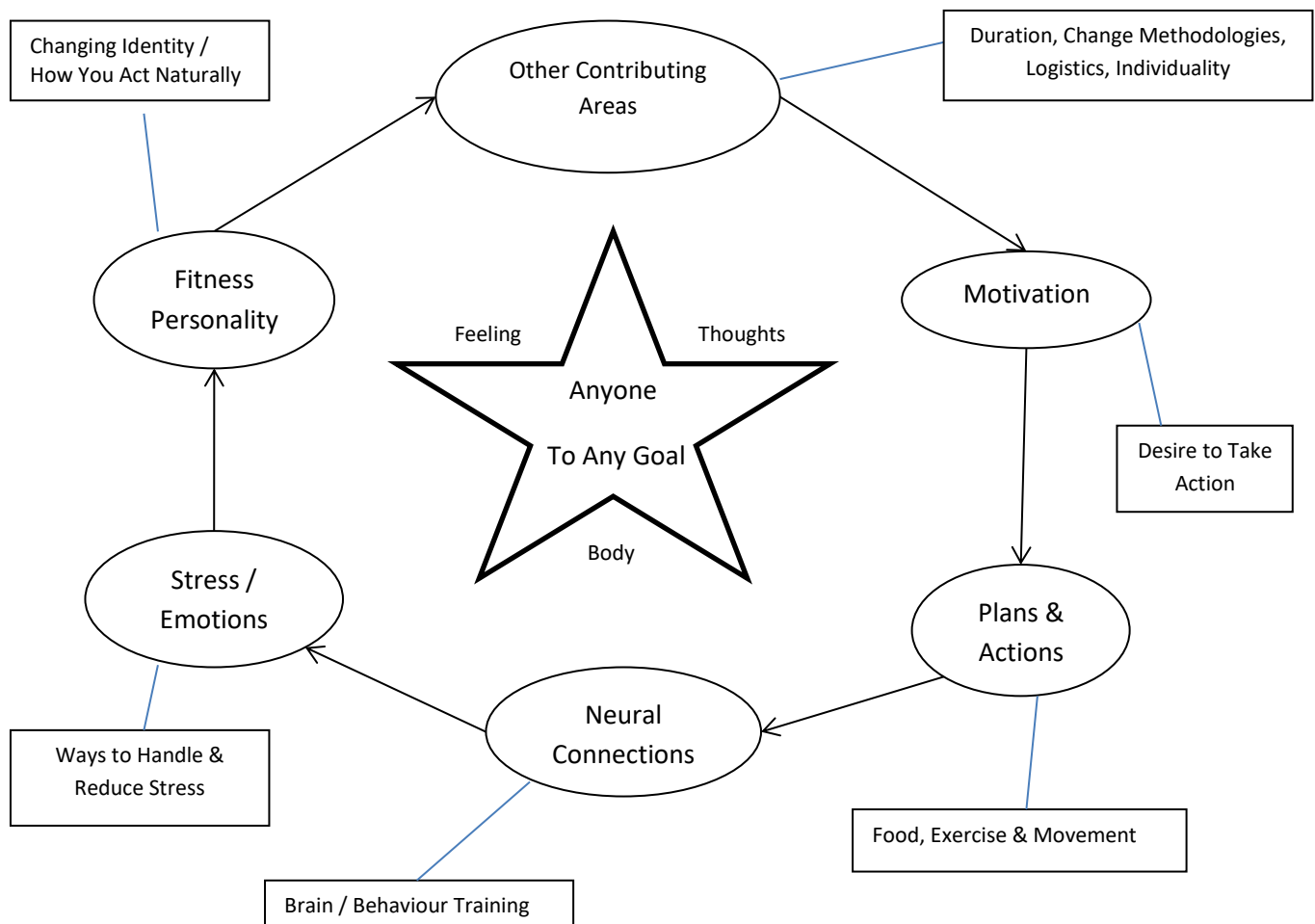
While the emergency stop procedure focused on stopping a bad period, many people are doing quite well with their efforts but they just are not making progress. Many others have tried and failed so many times you think it is just not possible to get results. This is very common now, but I can tell you that you can get results and there is more within you than you would ever have thought. Take these next steps

- 1) Consider Using A Multi-Dimensional Approach to Results

Most trainers just believe that you need a plan to follow, then a little motivation and you will achieve results. This is the total opposite of how the real world works. In my last book [Grand Unified Theory of Weight Loss](#), I outlined a model where your results are being simultaneously influenced by different areas.

Success comes not from addressing all the possible areas, rather, if you can fix your weakest part then you can transform the results you have achieved. For example, you may just need to work on your stress handling skills or perhaps just find other fit people to hang out with.

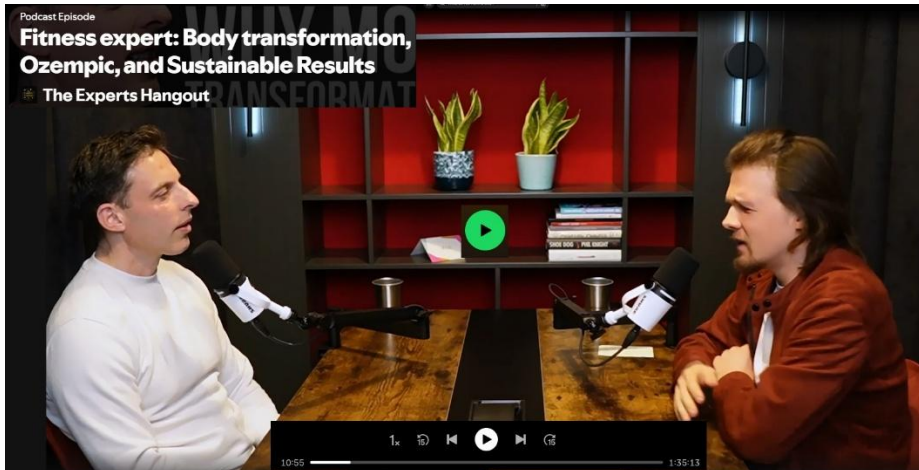
The main takeaway for you should be if you have not looked at some of these different areas you could be one tiny step from a huge breakthrough. Take some time to consider how many areas you have worked on in previous approaches.



Ben Wilson – Performance Coaching

- 2) Learn More About This Approach - The Experts Hangout Podcast

In this 90-minute conversation I discussed motivation, behaviour change, food, fitness, why diets fail, why people start and stop exercise, GLP-1 medications, emotional eating and what actually creates lasting results. If you have ever struggled to stick to a diet or exercise routine, this episode should help you understand why and what to do instead. [Watch here>>>](#)



- 3) Read My book – The Grand Unified Theory of Weight Loss

This discusses how the different influencing factors upon your results come together, and how you can use this to your advantage. It covers and includes everything that influences weight loss and body transformations (which may include gaining muscle, developing fitness or health etc). It explains why one person succeeds, and another fails, and plans out how anyone, including you, can achieve any fitness goal.

My book is available on all major platforms in paperback, E-book or audio format.

Paperback/Ebook – [Amazon UK>>](#) – Apple Books [UK>>](#) – Ebooks – [KOBO](#) – [Barnes & Noble](#)

Audiobook – [Audible \(UK\) >>>](#) (Directly on [Amazon Audiobook>>>](#)) – [KOBO Audio](#) – [SPOTIFY>>](#)



Ben Wilson – Performance Coaching

- 4) Consider Coaching if Need Further Support

If you would like more personalised support then I offer three coaching options depending on your goals, experience and location.

Personal Training – Battersea / London

One-to-one coaching designed around your exact needs, goals and lifestyle. Sessions can focus on exercise, nutrition, behaviour change, injury considerations, fitness assessments or simply helping you stay accountable and consistent.

Suitable for complete beginners through to experienced exercisers.

Personal Training – Online Live Sessions - Worldwide

Live one-to-one coaching delivered via Zoom or WhatsApp video. This allows us to work together wherever you are in the world. The coaching focuses on giving you everything you need to get results today and in a way you can maintain them long term on your own. The training can be done using body weight and simple low cost resistance bands, so you do not need to have your own exercise equipment.

The coaching process remains the same, only the location changes. Suitable for complete beginners through to experienced exercisers.

Online Check-in Coaching - Worldwide

This coaching allows us to work together but without live one on one sessions. Instead, we use weekly check-ins, programmes, videos and the members resource area. This allows me to give you ongoing support, guidance and accountability designed to help you make consistent progress. Includes regular check-ins, programme guidance, nutritional support, habit coaching and problem-solving to help you stay on track when life gets in the way.

Ideal for people who want expert support and accountability without the need for regular live sessions.

Find Out More

Contact me to find out more about any of these services via my website (www.benwilsonuk.com) or social media

Social Media – @benwilsonuk

[Instagram>>](#) [Strava>>](#) [Tik Tok>>](#) .

[You Tube>>](#) [Facebook>>](#) [Twitter>>](#) [LinkedIn>>](#)