HIGH PERFORMANCE FOUNDER / FOUNDER FITNESS GUIDE

FREE RESOURCE · GUIDE

THE 3-DAY LEAN BODY GUIDE

The complete training and nutrition guide for busy founders: 3 full-body sessions a week, built on 8 movement patterns, plus the eating, walking and sleep systems that make it work.

- 3-DAY FULL-BODY TRAINING PLAN
- 8-PATTERN EXERCISE LIBRARY (GYM + HOME)
- CARDIO DECISION CHEAT SHEET
- NUTRITION, SLEEP + CREATINE BASICS
- 12-WEEK PROGRESSION + WEEKLY SCORECARD



DAN GO

#1 FITNESS COACH FOR FOUNDERS, EXECS & HIGH-PERFORMERS

START HERE

YOU DON'T NEED MORE TIME. YOU NEED A SYSTEM.

Founders are the mental athletes of our generation. You optimize your business, your team, your tech stack. But most of you still approach fitness like it's 1985: hour-long gym sessions, complicated meal plans, and cardio that eats your calendar.

This guide is the system I use with entrepreneurs instead. Three full-body sessions a week. A handful of movement patterns. Meals on a schedule. Walking stacked on things you already do. Sleep treated like the performance tool it is.

HOW TO USE THIS GUIDE

1. **Pick your exercises** from the 8-pattern library (page 3). Gym or home, same patterns.
2. **Run the 3-day plan** (page 4) on any 3 non-consecutive days. Busy week? Use the 2-day template (page 5).
3. **Progress** with the 12-week rule and log it (page 6).
4. **Walk daily** and keep cardio simple (page 7).
5. **Eat on a schedule** with protein at every meal (pages 8–9).
6. **Protect your sleep** (page 10) and **score your week** every Sunday (page 11).

ABOUT DAN GO

I help high-achieving business owners, founders and executives get in shape in a way that fits their lifestyle. I spent 15 years coaching thousands of clients while growing one of the highest-rated gyms in Canada. In 2018, I left the gym world to focus on the patterns I saw in entrepreneurs that actually got long-term results. Since then I've helped over 1,000 entrepreneurs lose weight, increase energy and feel more confident in their bodies through proven systems and high amounts of accountability.

> **Before you start:** Consult your doctor before starting any new exercise or nutrition program, especially if you have a medical condition, an injury, or take medication. This guide is for education, not medical advice. Stop any exercise that causes pain.

THE PATTERNS

THE 8 MOVEMENT PATTERNS

Train movement patterns, not isolated body parts. Cover these 8 every week and you've trained your whole body. Pick one exercise per pattern.

PATTERN	TRAINS	GYM: PICK ONE	HOME: PICK ONE
01 Squat	Knee-dominant lower body	Goblet squat / leg press / split squat	Goblet squat / box squat
02 Hinge	Hip-dominant lower body	DB Romanian deadlift / hip thrust	DB RDL / glute bridge
03 Horizontal push	Chest / triceps	DB bench / chest press	Push-up / DB floor press
04 Horizontal pull	Upper back / biceps	Cable row / chest-supported DB row	One-arm DB row
05 Vertical push	Shoulders / triceps	DB overhead press / landmine press	DB overhead press / pike push-up
06 Vertical pull	Lats / upper back	Lat pulldown / assisted pull-up	Door-frame pull-up bar or band pulldown
07 Single-leg	Balance / unilateral strength	Step-up / reverse lunge	Reverse lunge / split squat
08 Core + carry	Brace / anti-rotation / loaded carry	Dead bug / Pallof press / farmer carry	Dead bug / side plank / farmer carry

SWAP THE EXERCISE, KEEP THE PATTERN

Choose based on equipment, comfort and time. A hotel gym, a home setup and a full gym can all run the same plan.

PAIN-FREE AND LOADABLE

The best variation is one you can do without pain and add weight or reps to week after week.

THE PLAN

3 DAYS / FULL-BODY TRAINING

Mon / Wed / Fri, or any 3 non-consecutive days. 1–3 reps in reserve on most work sets. 5-minute warm-up first. About 40 minutes.

DAY 1 MON

#	EXERCISE	SETS × REPS	REST
1	**Squat (goblet or leg press)**	**3 × 8–12**	2 min
2	**Romanian deadlift**	**3 × 8–12**	2 min
3	**Press (DB bench or push-up)**	**3 × 8–12**	90 sec
4	**Row (cable or DB)**	**3 × 8–12**	90 sec
5	**Core: dead bug**	**2 × 10**	60 sec

DAY 2 WED

#	EXERCISE	SETS × REPS	REST
1	**Reverse lunge**	**3 × 8 / side**	90 sec
2	**Hip thrust**	**3 × 10**	2 min
3	**Overhead press**	**3 × 8–12**	90 sec
4	**Lat pulldown**	**3 × 8–12**	90 sec
5	**Farmer carry**	**2 × 40 sec**	60 sec

DAY 3 FRI

#	EXERCISE	SETS × REPS	REST
1	**Goblet squat**	**3 × 10**	2 min
2	**DB Romanian deadlift**	**3 × 10**	2 min
3	**Push-up**	**3 × 8–15**	90 sec
4	**DB row**	**3 × 10**	90 sec
5	**Side plank**	**2 × 30 sec / side**	60 sec

> **The 25-minute version:** superset 1 + 3 and 2 + 4 (one, then straight into the other, rest 60–90 sec after the pair), then core.

BUSY-WEEK BACKUP

THE 2-DAY FULL-BODY TEMPLATE

Travel week, board meeting week, kid-is-sick week. Run this twice with at least one rest day between. Same exercise order both days. About 45–60 minutes.

#	EXERCISE	SETS × REPS	REST	PICK ONE
1	**Squat**	**2 × 6–10**	2–3 min	Goblet squat / leg press / split squat
2	**Hinge**	**2 × 6–10**	2–3 min	DB RDL / hip thrust
3	**Horizontal push**	**2 × 8–12**	2 min	Push-up / DB bench / chest press
4	**Horizontal pull**	**2 × 8–12**	2 min	Cable row / chest-supported DB row
5	**Vertical push**	**2 × 8–12**	2 min	DB overhead press / landmine press
6	**Vertical pull**	**2 × 8–12**	2 min	Lat pulldown / assisted pull-up
7	**Single-leg**	**1–2 × 8–12 / side**	90 sec	Step-up / reverse lunge
8	**Core or carry**	**2 sets**	60 sec	Dead bug / Pallof press / farmer carry

WHY 2 HARD SETS IS ENOUGH

Research shows the relationship between training volume and muscle growth flattens out fast. Most of the benefit comes from the first few hard sets per muscle. After that you're mostly accumulating fatigue. Low volume lets you push every set hard without the overtraining risk.

Mike Mentzer put it best: *"You can train hard, or you can train long, but you can't do both."*

> **Something always beats nothing.** If even the 2-day template won't fit, do one session and walk every day. Keep the chain alive.

PROGRESSION

THE 12-WEEK PROGRESSION RULE

Same pattern. More progress. It's not enough to do a workout. You have to get stronger doing it.

WEEKS 1-4
Learn technique. Record sets, reps and load.

WEEKS 5-8
Add reps before adding weight.

WEEKS 9-12
Increase load when all sets reach the top of the rep range.

Example: 20 lb goblet squat × 8 → × 10 → × 12 → 25 lb × 8. Change exercises when useful, not automatically.

12-WEEK PROGRESSION TRACKER

Write the weight × reps of your best set for each pattern. Every 2 weeks.

PATTERN	WK 1-2	WK 3-4	WK 5-6	WK 7-8	WK 9-10	WK 11-12
Squat						
Hinge						
Press						
Pull						
Overhead press						
Pulldown						
Single-leg						
Core / carry						

CARDIO CHEAT SHEET

CARDIO WITHOUT HATING LIFE

Start with easy movement. Add intensity as your capacity improves. The best pick is the one you can repeat consistently.

STYLE	BEST FOR	SIMPLE WEEKLY PLAN
Easy walk	Daily movement, low fatigue, fat loss	7,000–10,000 steps a day as a flexible target
Zone 2	Aerobic fitness, longer sustainable sessions	2 × 20–30 min at a conversational pace
Intervals	Time-efficient conditioning, higher effort	Optional: 1 × 8–12 min hard intervals, only if recovered

More cardio is not the answer for belly fat. Chronic, high-frequency cardio raises cortisol, the main hormonal driver of visceral fat storage. Lifting 3x a week plus daily walking does the heavy lifting.

THE ASCENDING WALKING WORKOUT 30 MIN

TIME	PHASE	TREADMILL SETTINGS
0–5 min	Warm-up	Low speed (1–2.5), incline 0–1
5–15 min	Phase 1	Speed +1 level, incline +1 level
15–25 min	Phase 2	Incline +1, speed +0.2–0.5
25–29 min	Final phase	Incline +1–2, speed +0.2–0.5. Heavier breathing, swing your arms.
29–30 min	Cool-down	Back to warm-up settings; in through the nose, out through the mouth

Outside? Track pace on your watch or phone and swing your arms harder in place of the incline.

MINDLESS MOVEMENT: STEPS WITHOUT CALENDAR TIME

Walking meetings. Take calls and 1:1s on foot. A walk around the block works.

Treadmill desk. Under-desk treadmill + voice-to-text. Type while walking at 2 mph.

Bike + consumption. Podcasts, YouTube or courses on a stationary bike.

Standing by default. Make sitting the choice, not the habit.

NUTRITION

EAT ON A SCHEDULE

Three meals a day, protein at every one, fiber all day, and a hard stop at night. That's the whole system.

RULE 1: PROTEIN

0.7 to 1 g per pound of goal body weight per day, split across 3 meals. At least 30–40 g per meal.

RULE 2: FIBER

About 30 g a day, roughly 10 g per meal. Raise it gradually, about 5 g every few days.

RULE 3: SCHEDULE

Same meal times daily. Last meal 3–5 hours before bed.

SET UP YOUR CHRONO EATING SCHEDULE

1. **Set your final meal** 3–5 hours before bed. Better sleep, a rest for digestion, and a boundary on night eating.
2. **Set your second meal** 3–5 hours before the final meal. It keeps evening hunger in check.
3. **Set your first meal** 3–5 hours before the second. Make it protein-based to kickstart muscle building. Not hungry in the morning? A shake or an omelette works.

IF YOU GO TO BED AT 10PM	EAT
First meal	**7–9am**
Second meal	**12–2pm**
Final meal	**5–7pm**

Why this beats random intermittent fasting: you put your hunger on a schedule, you start the day with protein, your energy stays steady, and you're not eating right before bed.

EATING OUT, THE FOUNDER WAY

- Order the protein first: steak, fish, chicken, or a burger without the bun. Ask for a double portion if it's small.
- Swap fries for a baked potato, beans or extra vegetables.
- Still finish 3 hours before bed. Book earlier reservations.
- One off-plan meal doesn't undo a week. Make the next meal on-plan and keep going.

ZERO-TIME MEALS

5-MINUTE MEAL ASSEMBLY

These aren't recipes. They're assembly instructions. Combine pre-made ingredients, eat, repeat. Each one lands around 30–50 g of protein.

MEAL	ASSEMBLE	PROTEIN
The Inflammation Fighter breakfast	250 g low-fat Greek yogurt, 1 scoop whey, 100 g blueberries, 1 tsp psyllium husk, 1 tsp chia seeds	**~40 g**
The Rotisserie Bowl	6 oz shredded rotisserie chicken, 1 microwavable rice cup, handful of spinach, 2 tbsp salsa	**~42 g**
Cottage Cheese Power Bowl	1.5 cups low-fat cottage cheese, 1 scoop vanilla protein, walnuts, drizzle of honey	**~50 g**
The Deli Wrap	6 oz turkey breast, low-carb tortilla, 2 slices Swiss, mustard, lettuce	**~45 g**
Salmon & Greens Plate	5 oz pouch salmon, mixed greens, olive oil + lemon, 1/4 cup feta	**~38 g**
Beef & Rice Bowl	6 oz pre-cooked ground beef, rice cup, 2 tbsp salsa, shredded cheese	**~44 g**

SUNDAY BATCH PREP (20-30 MIN)

- Buy rotisserie chickens and shred them
- Hard-boil a dozen eggs
- Cook ground beef for the week
- Stock canned tuna and salmon
- Pre-washed greens + microwavable rice cups

THE LEAN BODY WATER METHOD

- A glass of water before coffee in the morning
- A glass before a meal and one after, not during
- Water between meals if you're mindlessly snacking
- Bottle on your desk and in your travel bag
- Stop drinking 2 hours before bed

RECOVERY

SLEEP IS THE LEAD DOMINO

The best bodies aren't just built in the gym or the kitchen. They're built in your bed. Most adults need 7–9 hours, and quality matters as much as quantity.

When you're short on sleep, cortisol rises, insulin sensitivity drops, your hunger hormone goes up and your fullness hormone goes down. One study found people sleeping 5.5 hours lost 55% less fat than people sleeping 8.5 hours on identical calories.

SET UP THE ROOM

- Bedroom is for sleep and sex only. No TV, no work, phone in another room.
- Cool it down: about 60–67°F.
- Black it out: blackout shades or a sleep mask.
- Dim the lights once the sun goes down.

RUN THE SYSTEM

- 15–30 min of morning sunlight (no sunglasses, not through a window).
- **The 3-2-1 method:** no food 3 hours before bed, no drinks 2 hours before, no screens 1 hour before.
- Blue-light blockers if you can't avoid evening screens.
- Warm bath or hot shower before bed.
- Same bedtime and wake time, weekends included.

CREATINE BASICS

WHAT	THE SHORT VERSION
Form	Pure creatine monohydrate powder, nothing else added. The best-studied form.
Dose	3–5 g a day (about one teaspoon).
Timing	Consistency matters more than time of day. Loading is optional.
Expect	Can help repeated high-effort work and strength gains alongside training.
Safety	If you have kidney or liver disease or abnormal kidney tests, talk to your doctor first.

PRINTABLE SCORECARD

WEEKLY CONSISTENCY SCORECARD

Focus on controllable inputs, not daily scale swings. Tick each box you hit. 5 of 7 days on the daily habits is a winning week.

Week of: _____ **Weight (Sun AM):** _____ **Avg steps:** _____

HABIT	MON	TUE	WED	THU	FRI	SAT	SUN	TOTAL
Workout done (3/wk)								
7,000–10,000 steps								
Protein at all 3 meals								
~30 g fiber								
Last meal 3h+ before bed								
7+ hours of sleep								
Morning sunlight								
Creatine 3–5 g								

SUNDAY REVIEW: 3 QUESTIONS

WHAT'S THE MINIMUM?

My non-negotiable movement and nutrition action this week:

_____
_____

WHAT COULD DERAIL ME?

The meeting, travel day or stressor that needs a backup plan:

_____
_____

DID I KEEP MY WORD?

Did I run the process, even imperfectly? One win this week:

_____
_____

Check trends every 2 weeks and adjust one lever at a time: training, steps, food or sleep. Print one scorecard per week.

YOUR NEXT STEP

YOU HAVE THE PLAN. NOW RUN IT.

Here's the whole thing on one page:

- **Train 3x a week**, full body, built on the 8 movement patterns.
- **Progress** for 12 weeks: reps first, then load. Log it.
- **Walk 7–10k steps** a day. Keep cardio simple.
- **Eat on a schedule:** 3 meals, 30–40 g protein each, last meal 3–5 h before bed.
- **Sleep 7+ hours** with the 3-2-1 method. Score your week every Sunday.

Systems beat motivation. Pick your days, put them in your calendar like a board meeting, and track every session. What gets measured gets managed.

Want a coach to build this around your schedule? Reply to the DM and we'll set up a quick call.

On the call we'll look at where you are, where you want to be, and what a plan built around your calendar, travel and family would look like. No pressure. Just clarity.

Onward and upward,
— Dan

Consult your doctor before starting any new exercise or nutrition program, especially if you have a medical condition, an injury, or take medication. This guide is for education, not medical advice. Stop any exercise that causes pain.