

GET FIT, STAY FIT.

THE STRONG AFTER 30 BLUEPRINT

5 Proactive Steps to Lose the Weight, Balance Your Blood Sugar and Build Strength That Lasts, Without Crash Diets

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WHY I WROTE THIS

Hi, I'm Trever Gerdes, ISSA Certified Personal Trainer and founder of Proactive Life Planning.

I didn't start out fit. I've been the before picture, so I know how frustrating it is to try diet after diet and still feel stuck.

I also spent years as a licensed life and health insurance agent. I saw too many claims from falls and from weak muscles, tendons and joints, and most of them started with small problems people waited too long to fix.

This blueprint is the proactive approach I use with my clients: five simple steps to lose weight, steady your blood sugar and stay strong for decades.

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STEP ONE

MUSCLE IS YOUR METABOLISM

Starting in your 30s, most adults slowly lose muscle every decade unless they train for it. Less muscle means a slower metabolism, more stored fat and less energy. The good news: strength training reverses it at any age.

- **Muscle burns energy all day, even while you rest**
- **Muscle is the biggest place your body stores the sugar from your meals**
- **Stronger legs and core protect your joints and your balance**

? THE MYTH

Lots of cardio is the best way to lose weight.

! THE TRUTH

Dieting without lifting burns muscle along with fat. Strength training keeps the muscle, so you lose fat and look and feel stronger.

START THIS WEEK: 2 FULL-BODY WORKOUTS

Do 2–3 rounds, 8–12 reps each, resting about a minute between exercises.

1. Squat to a chair or box
2. Incline push-up (hands on a counter or bench)
3. Dumbbell or band row
4. Hip hinge / Romanian deadlift
5. Farmer carry, 30–40 steps
6. Dead bug or plank, 20–30 sec





↩ COACH'S EXAMPLE

This is me, before and after. Strength training was the foundation of my transformation, and it's the foundation of every plan I write for my clients.

STEP TWO

UNDERSTAND YOUR BLOOD SUGAR

When you eat carbs, your blood sugar rises and your body releases **insulin** to move that sugar into your muscles and cells. That's normal. The problem is constant big spikes from sugary drinks, sweets and refined snacks.

Over time, frequent spikes can leave you riding an energy rollercoaster and can make your body less responsive to insulin. That makes it easier to store fat, especially around the middle, and harder to lose it.

COMMON SIGNS YOUR BLOOD SUGAR IS ON A ROLLERCOASTER

- Energy crash or brain fog after meals
- Strong cravings for sweets or carbs
- Hungry again 1–2 hours after eating
- Weight that settles around your waist

5 blood-sugar habits I teach every client

1. **Eat protein and vegetables first,** then your carbs.
2. **Walk 10 minutes after your biggest meal.** Working muscles pull sugar out of your blood.
3. **Drop liquid sugar:** soda, juice, sweet coffee drinks and energy drinks.
4. **Pair carbs with protein, fiber or healthy fat,** never carbs alone.
5. **Choose slow carbs:** beans, berries, oats, potatoes and whole grains over white bread and sweets.

? THE MYTH

You have to cut out all carbs to lose weight.

! THE TRUTH

The type, amount and timing of carbs matter more. Smart carbs fuel your workouts and keep you consistent.

> This is education, not medical advice. If you have diabetes or take medication for blood sugar, talk with your doctor before changing your diet or exercise.

STEP THREE

EAT TO LOSE FAT, NOT TO STARVE

Crash diets backfire. You lose muscle, your energy drops and the weight comes back. Instead, build every meal the same simple way and let consistency do the work.

THE PROACTIVE PLATE

- **½ plate vegetables** for fiber and fullness
- **¼ plate protein**, about 1–2 palms (25–40 g)
- **¼ plate smart carbs**, about a fist
- **A thumb of healthy fat**: olive oil, avocado, nuts

A simple day of eating

Meal	Example	Protein
Breakfast	3 eggs scrambled with spinach, berries on the side	~20–25 g
Lunch	Grilled chicken salad with beans, veggies and olive oil dressing	~35 g
Snack	Greek yogurt with a handful of nuts	~20 g
Dinner	Salmon or lean beef, roasted vegetables and a small potato	~35 g

PRO TIP Most adults trying to lose fat need **more protein, not less.** Protein keeps you full, protects your muscle and steadies your blood sugar. Get some at every meal.

? **THE MYTH**
Eat as little as possible to lose weight faster.

! **THE TRUTH**
Undereating costs you muscle and energy. A moderate, steady approach wins and keeps the weight off.

STEP FOUR

BUILD BALANCE BEFORE YOU NEED IT

Balance is a skill, and like strength, you lose it if you don't train it. Falls are the leading cause of injury for adults 65 and older, and the habits that prevent them start decades earlier.

In my insurance work, I saw what one fall can do to someone's independence. That's why balance training is part of every program I write, whether you're 35 or 75.

QUICK CHECK: THE ONE-LEG STAND

Stand next to a counter. Lift one foot and time how long you can hold steady without touching. Switch legs. Write down your times and try to beat them each week.

Date	Left leg	Right leg

4 balance and joint builders (2–3 times a week)

1. Single-leg stand

Hold 20–30 sec per side near a counter. Progress by turning your head slowly.

2. Heel-to-toe walk

10–15 steps along a hallway wall, eyes forward.

3. Sit-to-stand

Stand up from a chair without using your hands, 2–3 sets of 8–10.

4. Step-ups

Onto a low step, 8–10 per leg, holding a rail at first.

> Always warm up first: 5 minutes of easy walking, ankle circles, hip swings and arm circles. Your joints should feel better after training, not worse.

STEP FIVE

HABITS BEAT WILLPOWER

You don't need extreme workouts or perfect eating. You need a few simple habits you repeat every week. That's what makes results stick and what keeps you healthy long term.

SLEEP 7+ HOURS

Short sleep raises hunger and cravings and makes blood sugar harder to manage.

MOVE EVERY DAY

Add 1,000 steps a day to what you do now. Build from there.

PLAN YOUR WEEK

Put workouts on your calendar like appointments. Prep a few protein options ahead.

TRACK ONE THING

Workouts, steps or protein. What you track improves.

Your weekly habit tracker

Habit	M	T	W	T	F	S	S
Strength workout (goal: 2–3)							
Protein at every meal							
10-minute walk after a meal							
Balance drills							
No liquid sugar							
7+ hours of sleep							

THE GOAL

Aim for **most boxes, most weeks.** Missing a day doesn't matter. Quitting does. Consistency over months is what changes your body.

YOUR NEXT STEP

NOW YOU HAVE THE BLUEPRINT

- **Lift weights to build the muscle that runs your metabolism**
- **Keep your blood sugar steady with simple meal habits**
- **Eat enough protein to lose fat without losing strength**
- **Train your balance before you need it**
- **Build habits you can keep for life**

Knowing what to do and actually doing it are two different things. That's where coaching comes in: a plan built for your body, someone to adjust it as you go, and the accountability to keep showing up.

BOOK YOUR FREE 20-MINUTE STRATEGY CALL

Get Fit, Stay Fit.

- Talk through your goals and what's held you back
- Get a clear first step for training and nutrition
- See if in-person or online coaching fits you best

Book online: calendar.app.google/kp13bkWCJEV4HbDY7
Call or text: 208-569-8777 · trevergerdes@gmail.com

SCAN TO BOOK

1-ON-1 TRAINING

In person in Southeast Idaho. Solo or with your spouse or partner.

ONLINE COACHING

Anywhere in the US. Workouts, meal plans and check-ins in one app.

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