

NUTRITION · TRAINING · LABS · LIFESTYLE

ELITE BODY DATA

The Protein Blueprint

lean, strong, and still yourself

A one-week framework for building visible strength without living in the gym or eating like an athlete you are not.

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START HERE

Most people are not under-training. They are under-fed in the one place that matters.

You lift. You walk. You watch what you eat. And the mirror has not moved in eighteen months. That is almost never a discipline problem — it is a protein and stimulus problem hiding inside a busy calendar.

Muscle is the tissue that decides how you look in clothes, how your labs trend, and how well you age. It is also the first thing your body gives up when protein is low and stress is high. Protect it, and body composition follows almost quietly.

This blueprint is the exact opening move used with coaching clients in their first two weeks. It is not a diet. It is a floor — a number and a rhythm you can hit on a travel week, a board week, or a week the kids fall apart.

WHO THIS IS FOR

The Boardroom Athlete

38–55. Trains three or four times a week and has for years. Body weight is roughly stable but the composition has stalled — softer than the effort deserves. Wants to look strong in a suit and lift heavy at sixty. Time is the constraint, not willingness.

Four moves that change composition before anything else does.

01

Set the floor, not the ceiling

Aim for roughly 0.7 to 1.0 grams of protein per pound of goal body weight, daily. Treat the lower end as a non-negotiable floor on your worst day rather than a target you hit twice a week.

02

Anchor three meals at 40 grams

Distribution beats total. Three anchored meals of forty grams each does more for muscle than one enormous dinner. Build each meal around the protein first and let everything else fill in around it.

03

Train the lift, not the workout

Two to four heavy compound lifts, progressed deliberately, outperform an hour of varied movement. Add weight or a rep to something every single session and write it down.

04

Measure composition, not weight

The scale cannot tell muscle from water from fat. A DEXA scan every twelve weeks tells you whether the work is doing what you think it is doing. Weigh weekly; judge quarterly.

DO THIS WEEK

Your first seven days.

Do not change five things. Change these, exactly, and let the rest of your life stay where it is.

- ☐ Write your protein floor in grams. Put it somewhere you will see it before breakfast.
- ☐ Build a repeatable 40-gram breakfast you can make in under eight minutes.
- ☐ Log three days honestly — not perfectly, honestly. Notice which meal is the weak one.
- ☐ Choose two compound lifts to progress this week and record the load.
- ☐ Book or schedule a baseline body composition scan.
- ☐ Identify your one travel or late-night failure point and pre-decide the answer.

NOTES

THE NEXT STEP

You already do hard things. This one just needs a plan.

A discovery call sorts out what the blueprint cannot: your labs, your training history, your calendar, and the outcome you are actually buying.

Bring your questions. Leave with a direction.

BOOK A DISCOVERY CALL

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“Your data. Your body. Your plan.”