



THE BUSY DAD BLUEPRINT

The Ultimate Fitness Guide
for Busy Dads Over 30

By Billy Butler

WORKOUTS

NUTRITION

MINDSET

ACTION PLANS

Who This Is For.

I spent five years working as a prison officer. I thought I had everything figured out. I didn't. My fitness had gone. My confidence had gone. I wasn't looking after myself, and I was making excuses for it. Starting over again & again without ever making real progress.

The day I decided enough was enough; I didn't have a perfect plan. I had a decision. This guide is the starting point I wish I'd had.

TRAIN

3x per week. 40–60 mins. Compound movements. Build strength that lasts.

EAT BETTER

Not a diet. A system. Fuel yourself without becoming obsessive.

MOVE MORE

Your body needs daily movement, not just gym sessions.

RECOVER

Sleep and stress management matter more than most dads realise.

The boring stuff works if done on repeat.

BEFORE YOU START — SCORE YOURSELF

Rate yourself honestly 1–10. Come back at the end of 6 weeks and score again.

 Energy ___/10

 Nutrition ___/10

 Fitness ___/10

 Consistency ___/10

 Confidence ___/10

Your goal isn't perfection. Your goal is to improve each score by 1 point.

The Training Blueprint.

Stop guessing. Start training with a plan. Your goal is simple: train 3 times per week, get stronger over time, and build a routine you can maintain alongside a job, kids, and a life.

THE 4 MOVEMENT PATTERNS

SQUATTING

Push with your legs

Squat · Leg Press · Lunges

HINGE

Use your hips

Deadlift · RDL · Hip Thrust

PUSH

Pressing movements

Bench Press · Push Ups · Shoulder Press

PULL

Pulling movements

Rows · Lat Pulldowns · Pull Ups

THE RULES

- 01** Focus on the basics. The biggest results come from compound movements done consistently.
- 02** Don't chase soreness. Progress = more reps, more weight, better technique, more consistency.
- 03** Keep it simple. 45–60 minutes. No fancy circuits. No overcomplicated plans. Just quality work.

YOUR WEEKLY TARGET

OPTION 1

Monday: Full Body A | Wednesday: Full Body B | Friday: Full Body A or C

OPTION 2

Tuesday: Full Body A | Thursday: Full Body B | Saturday: Full Body A or C

Make it fit your life. Not the other way round.

The Workout Templates.

3 sessions. Pick what fits your week. Rotate A and B. Use C when time is short.

WORKOUT A

Strength Focus

- Squat / Leg Press - 3×8–12
- Bench Press / Chest Press — 3×8–12
- Row — 3×10–12
- Shoulder Press — 3×8–12
- Core: Plank — 3×30–60s

WORKOUT B

Strength + Muscle

- Deadlift / RDL — 3×6–10
- Lat Pulldown — 3×10–12
- Dumbbell Press — 3×8–12
- Split Squat / Lunges — 3×10 each
- Arms: Curls + Triceps – 3×12-15

WORKOUT C

Quick 30-Min Session

- Squats ×10
- Press Ups ×10
- Rows ×10
- Lunges ×10
- Plank ×30 sec

3–5 rounds

Something beats nothing

THE PROGRESSION RULE

Every week, improve ONE thing:

Add 1–2 reps

Add a small amount of weight

Improve your technique

Small wins repeated = big changes.

The Nutrition Blueprint.

Stop dieting. Start building a system. Most dads don't fail because they don't know what healthy food is. They fail because they go from takeaways and weekend blowouts straight into chicken and broccoli forever and it lasts about 9 days before falling off track.

The goal: Eat in a way you can maintain for months and years.

STEP 1

Understand Your Calories

Your body weight changes based on energy balance. To lose fat, eat less than you burn.

Fat loss: $\text{Body weight (kg)} \times 22\text{--}24 = \text{daily calories}$

Example: 100kg dad = 2,200–2,400 calories/day

Target 0.5–1% body weight loss per week.

STEP 2

Prioritise Protein

Protein builds muscle, keeps you full, aids recovery, and maintains strength while losing fat.

Target: 1.6–2.2g per kg of body weight

Example: 90kg dad = 145–200g protein/day

Beef · Chicken · Fish · Eggs · Greek yoghurt · Shakes

THE DAD PLATE METHOD

Every meal. No guessing. No calorie counting required.

PROTEIN

Build every meal around protein first.

COLOUR

Fruit and veg.
More variety = better.

CARBS

Rice, potatoes, pasta, oats, bread.

FATS

Nuts, olive oil, avocado, eggs.

THE 80/20 RULE

80% GOOD CHOICES

Protein focused meals · Whole foods · Balanced plates

20% FLEXIBILITY

Meals out · Takeaways · Drinks and treats

The goal is a lifestyle, not a punishment. Don't ask 'Is this perfect?' Ask 'Can I do this for 6 months?'

Beyond the Gym.

You can train hard 3x a week. If you spend the other 100+ hours sitting and not sleeping, you're limiting your results. Fitness doesn't just happen in the gym.

1. MOVE MORE 🚶

Build gradually — don't jump from 500 steps to 10,000 overnight. Small increases, week by week.

- Walk after dinner
- Park further away
- Take calls walking
- Play with the kids instead of sitting
- Short walks between tasks
- Weekend family activities

2. RECOVER BETTER 🧠

Recovery isn't lazy. It's where your body adapts. Training creates the stimulus. Recovery creates the result.

😴 SLEEP

Aim for 7–9 hours.
Affects hunger, energy,
performance and mood.

🧠 MANAGE STRESS

Walks, training, time
outdoors, less screen time,
breathing exercises.

💧 HYDRATION

2+ litres water per day.
More if training hard
or sweating heavily.

THE BUSY DAD DAILY CHECKLIST

Tick these off every day. Not perfectly but consistently.

Hit your daily step target

Train when planned! No excuses, no negotiations with yourself

Eat enough protein at every meal

Drink 2+ litres of water

Prioritise your sleep

Do one thing today that's just for you

You don't need a perfect day. You need more good days than bad ones.

Your First Week Checklist.

Print this. Stick it somewhere visible. Tick it off daily.

SETUP

- ☐ Book 3 gym sessions in your calendar this week
- ☐ Buy protein, meat, eggs, fruit, veg, rice/potatoes
- ☐ Prep meals, Fill your water bottle (2L+ goal every day), gym clothes ready.

TRAINING

- ☐ Complete Workout A
- ☐ Complete Workout B
- ☐ Optional: Complete Workout C if time allows

DAILY HABITS

- ☐ 10–20 minute walk every day
- ☐ Protein with every meal
- ☐ 2 litres of water minimum
- ☐ No screens 30 minutes before bed
- ☐ Rate your energy (1–10) each morning & track improvements

TRACK

- ☐ Take a Day 1 photo (front, side & back)
- ☐ Take a Day 7 photo and compare & repeat each week.

THE RULE

Don't restart. Just continue.

You now have the blueprint.

Knowing what to do is only half the battle. The hardest part is sticking to it when life gets in the way. When the kids are ill. When work is mental. When you're tired at 8pm and the sofa is calling.

This is exactly where coaching helps.

WITH THE RIGHT SUPPORT, YOU CAN:

- ✓ Build genuine strength and confidence
- ✓ Lose body fat without destroying your social life
- ✓ Have more energy for the people who matter most
- ✓ Finally feel like yourself again
- ✓ Show up the way you want to as a dad

WITHOUT:

- ✗ Extreme diets or giving up food you enjoy
- ✗ Spending hours in the gym every day
- ✗ Starting over every Monday
- ✗ Programmes built for someone else's life
- ✗ Doing it alone

The goal isn't to become someone else.

It's to become the version of yourself you know you're capable of being.

JOIN THE FIT DAD CHALLENGE — £99



Billy Butler

Helping busy dads build strength, confidence and energy that lasts.