

JOJOLIFTS

THE LAST *Restart*

WHY EVERY PLAN WORKS UNTIL IT DOESN'T, AND HOW TO
MAKE IT FINALLY STICK

WHY THE WEIGHT *keeps coming back*

If you've lost weight before and watched it come back, this guide is for you. It's not another meal plan. **It's an explanation.**



Quick honesty about who's writing this. I'm Jojo. I work four jobs, engineer, fitness coach, videographer and security, and I stay lean year round. But before that, I lost the same 25 lbs five times over eight years. Everything in this guide comes from those five failures and what finally ended them. So when it feels personal, that's why.

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THE SHORT VERSION

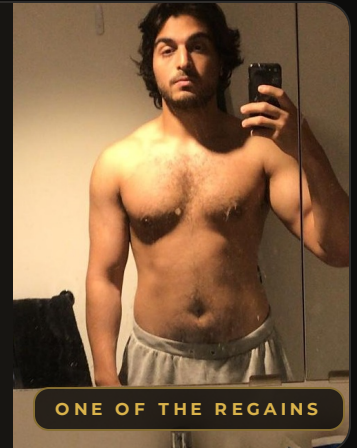
Your plans kept working and the weight kept coming back anyway. That happens because **you can't keep a body you don't understand**. Fix the understanding and the weight stays gone. The rest of this guide explains how that plays out.

THE *Pattern*

The first time I lost weight, I did everything right. Hired a coach, followed the plan to the letter. **Lost 25 lbs.**

Then the plan ended. Life came back slowly. The desk job, the dinners, being tired. A few months later most of the weight was back too. So I found a new plan and went again.

I did that five times in eight years. Different diets, different coaches, same ending. If you've done it even twice, you know the feeling. It starts to seem like the problem is you.



THE RESTART CYCLE



Every lap costs months of effort, and every restart feels heavier than the one before it, because this time you already expect it to fail.

WORTH SITTING WITH

It isn't a coincidence and it isn't your discipline. **The cycle has a cause**, and it's built into how most plans work.

THE REAL *Problem*

Every plan I followed worked. I lost weight all five times. **So the plans weren't the problem.**

A plan tells you what to eat and what to lift. It rarely explains why. While you're on it, you get results. When it ends, you're on your own with questions it never answered. What do I eat at a restaurant? What happens if I miss a week? How do I handle a vacation?

You didn't learn a skill. You borrowed answers for twelve weeks.

I was renting my results, not owning the skill.

And honestly, the industry likes it this way. A plan that keeps you dependent brings you back for the next one, and the next challenge after that. **Repeat customers are the business model.** Even the hours of cardio you were assigned play a part. Cardio is the easiest lever a coach can pull to force extra effort and guarantee the results they want to see, without teaching you anything.

THE REAL RULE

You can't keep a body you don't understand. Not because you're weak. Because sooner or later, life asks a question the plan never covered.

THE WAY

Out

After COVID I was the heaviest I had ever been. The obvious move was restart number six. **Instead, I asked a different question:**

Not "what diet should I follow?" but "how did I gain this weight in the first place?"

That question sent me into the basics of nutrition and training instead of another program. What I learned sorted itself into five pillars. **None of them are a diet**, and none of them need your life to revolve around them.

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| 01 | NUTRITION, UNDERSTOOD | Calories, macros, and what food is actually made of. |
| 02 | MUSCLE, BUILT SIMPLY | Tension and progressive overload, a few hours a week. |
| 03 | FIT TO YOUR LIFE | The plan bends around your schedule. Even cardio is optional. |
| 04 | LEAN ON THE GO | Restaurants, travel and weekends without falling off. |
| 05 | HABITS THAT HOLD | Sleep, meal timing and defaults that work on your worst day. |

THE PART THAT MATTERS

Knowing the pillar names changes nothing. **The next page is what each one means in practice.** That's the part nobody explained to me for eight years.

MAKING IT

Work

01 NUTRITION

Every diet that works creates a **calorie deficit**. The name is packaging. Protein rebuilds muscle, carbs fuel your training, fats run your hormones. And not all calories fill you the same: 100 calories of nuts is a handful, 100 calories of potatoes is a plate. **Eat mostly filling foods** and staying in your calories gets much easier.

02 MUSCLE

Muscle grows from **tension**: working a muscle hard, close to its limit. Then **progressive overload**: asking a little more over time, one more rep or a bit more weight. That's the whole engine. You don't need six days a week and you don't need a new split every month. **Pick one that fits your goals and your week, stick to it, and let the numbers climb.**

03 CARDIO

I could never sustain hours of cardio, and it turns out I never needed to. **Cardio is a supplement**: one way to deepen your calorie deficit, not a requirement. Daily steps or an activity you actually enjoy does the same job and survives real life.

04 EATING OUT

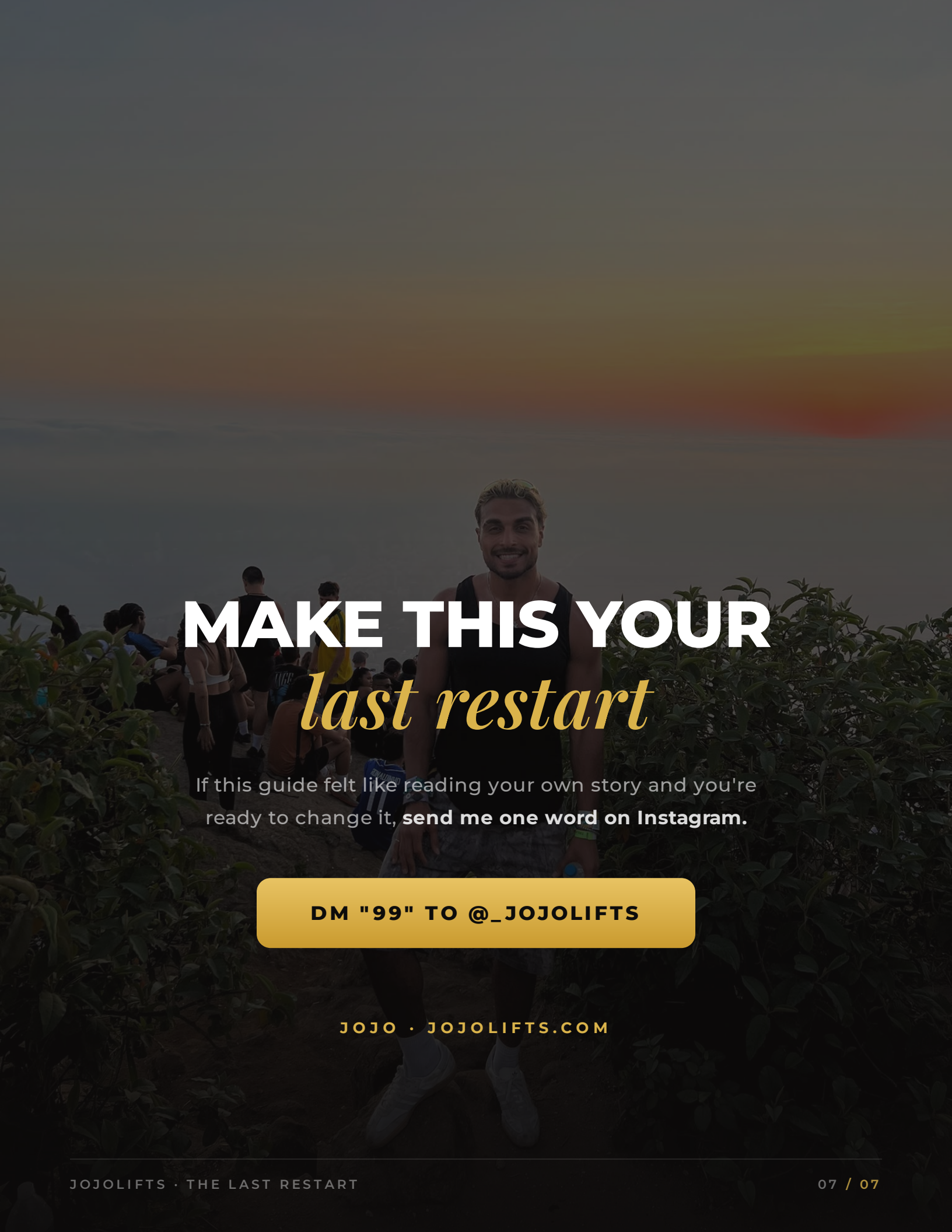
When you know roughly what meals are made of, a menu stops being scary. **Anchor on protein**, watch the extras that add calories without filling you, and enjoy the dinner. One meal never made anyone gain weight. Writing off the whole weekend after it did.

05 HABITS

Most of your body is built outside the gym. **Protect your sleep**, time your meals so you're not fighting cravings all day, and swap in foods that fill you for fewer calories. Defaults beat motivation every time.

TRY THIS WEEK

Pick one. **Track your calories for three days, changing nothing, just to see.** Or walk 20 minutes after dinner. Small and boring, and it starts the skill that ends the cycle.

A man with a beard and short hair, wearing a black tank top and patterned shorts, stands on a dirt path. He is smiling and looking towards the camera. In the background, a group of people is walking along the same path, and a vibrant sunset with orange and yellow hues is visible on the horizon. The scene is framed by green foliage in the foreground.

MAKE THIS YOUR *last restart*

If this guide felt like reading your own story and you're ready to change it, **send me one word on Instagram.**

DM "99" TO @_JOJOLIFTS

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