

NUTRAWIN PRESENTS

THE 30-DAY KETO TRANSFORMATION PLAYBOOK

Your Complete Day-by-Day Action System for Fat Loss, Energy, and a Body
That Works for You

30 DAYS

Complete action plan

4 WEEKS

Progressive phases

120+ ACTIONS

Daily tasks & habits

1 SYSTEM

That actually works

Knowledge doesn't change your body. Action does. This playbook tells you exactly what to do on every single day of your transformation.

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HOW TO USE THIS PLAYBOOK

This playbook is simple by design. Each day has a title, a focus, three to four specific tasks to complete, and a mindset prompt. The tasks are the non-negotiables. The mindset prompt is the one thought to carry with you through the day. That's it.

Don't read ahead obsessively. Don't worry about Day 18 when you're on Day 3. Show up for today's tasks, complete them, and move to the next day. Transformation is the accumulation of daily action — not a single heroic effort.

- Complete the prep checklist before Day 1. Starting unprepared is the single most common reason people fail in Week 1.
- Track your daily tasks by physically checking them off — the act of checking a box is psychologically significant.
- Complete the weekly check-in every Sunday. Honest self-assessment is the navigation system that keeps you on course.
- If you miss a day, do not double up. Simply return to the protocol the next day. The playbook is forgiving. Guilt and compensation are not part of it.
- Share this with someone if possible. Accountability dramatically increases completion rates.

CHAPTER P

Prep Week

Before Day 1 — the 48 hours that determine your success

The single biggest predictor of 30-day success is how well you prepare. People who spend 48 hours setting up their environment before they start are 3x more likely to complete the full protocol than those who start immediately without preparation. Do not skip this.

The Prep Checklist

- KITCHEN AUDIT: Remove all non-compliant foods from your home. Not to a separate shelf — out of the house.
- Willpower is finite; environment is not.

- STOCK YOUR KITCHEN: Buy a full week of keto-compliant food before Day 1. Refer to the grocery list on the next page.
- SUPPLEMENTS: Purchase electrolytes, magnesium glycinate, and omega-3s before you start. These are not optional.
- TRACKING: Set up a simple note on your phone or a journal for daily carb, protein, and fat tracking.
- SLEEP: Set a consistent sleep and wake time that you will keep for 30 days. Write it down.
- MOVEMENT: Identify the 30-minute daily walk you will take and when you will take it.
- SUPPORT: Tell one person what you're doing and ask them to check in with you weekly.

Master Grocery List

This is your keto foundation shopping list. Buy as much of this as your budget allows before Day 1.

PROTEINS	FATS	VEGETABLES	DAIRY & EXTRAS
Eggs (2 dozen) Salmon fillets Chicken thighs Beef mince 80/20 Bacon Sardines (canned) Pork chops Tuna (olive oil)	Butter (salted) Coconut oil Olive oil Avocados (6) Mixed nuts Almond butter MCT oil Olives	Spinach Kale Broccoli Cauliflower Zucchini Bell peppers Asparagus Mushrooms	Heavy cream Cheddar cheese Parmesan Full-fat Greek yoghurt Sour cream Bone broth Electrolytes Magnesium

CHAPTER 1

Week One: The Reset

Days 1–7 — clearing the decks and beginning the shift

WHAT TO EXPECT IN WEEK 1

Week 1 is statistically the hardest week. Expect some discomfort — headaches, fatigue, and irritability are all symptoms of carbohydrate withdrawal and electrolyte depletion. Take your electrolytes proactively. Drink water. Sleep. This passes completely by Day 10 for most people.

DAY

1

The Clean Slate

Remove all non-keto food from your home today

- ✓ Complete the final kitchen audit — nothing non-compliant stays
- ✓ Eat your first fully keto meal: eggs, bacon, avocado
- ✓ Take electrolytes in 500ml of water at morning and evening
- ✓ Set your eating window (start with 12 hours for Day 1)

Mindset: I am building a different life, one decision at a time.

DAY

2

The Foundation

Build your first full keto day from scratch

- ✓ Track every single food you eat — carbs, fat, protein
- ✓ Drink 3 litres of water with electrolytes
- ✓ Take a 20-minute walk at any point in the day
- ✓ Go to bed 30 minutes earlier than usual tonight

Mindset: Every expert was once a beginner. I am exactly where I should be.

DAY

3

The Adjustment

Push through the transition — this is where most people quit

- ✓ If you feel rough: double your electrolyte intake immediately
- ✓ Do not reduce fat intake — fat is your fuel right now
- ✓ Take your magnesium before bed tonight
- ✓ Text or message your accountability person

Mindset: Discomfort is not danger. It is change in progress.

DAY

4

The Hold

Stay the course — the transition is happening below the surface

- ✓ Meal prep: cook a batch of protein and veg for the next 3 days
- ✓ Begin narrowing your eating window to 10 hours
- ✓ Track your sleep hours tonight
- ✓ Add 5 minutes to your daily walk

Mindset: I don't need to feel good to make good choices.

DAY

5

The Turn

Energy may be improving — or changing character

- ✓ Weigh yourself first thing this morning (water weight is dropping)
- ✓ Try bullet-proof coffee or tea with MCT oil for your morning
- ✓ Increase daily water to 3.5 litres today
- ✓ Write down one thing that's getting easier

Mindset: Progress is not always visible. Trust the process.

DAY

6

The Rhythm

You're building a groove — protect it

- ✓ Continue your eating window (10 hours)
- ✓ Cook a new recipe from your keto recipe book tonight
- ✓ Review tomorrow's schedule and plan your meals in advance
- ✓ Spend 10 minutes in silence — no phone, no screen

Mindset: Structure creates freedom. The routine is becoming mine.

DAY

7

Week 1 Complete

Your first weekly check-in — honest self-assessment

- ✓ Complete the Week 1 Check-In (see Check-In section)
- ✓ Take body measurements: waist, hips, chest, arms
- ✓ Note your energy level today vs Day 1 on a scale of 1–10
- ✓ Meal prep for all of Week 2 — set yourself up to succeed

Mindset: One week down. I am 25% of the way through. I am doing this.

CHAPTER 2

Week Two: Fat Adaptation

Days 8–14 — the metabolic switch is activating

WHAT TO EXPECT IN WEEK 2

Week 2 is when fat adaptation begins in earnest for most people. Energy quality changes — from the peaks and crashes of glucose dependence to a steadier, more reliable baseline. Mental clarity often improves noticeably. Hunger begins to naturally decrease. Trust what you're feeling — it's real.

DAY

8

Tighten the Window

Begin 16:8 eating window today — non-negotiable

- ✓ Delay your first meal until you've been awake 4+ hours
- ✓ Ensure your eating window is a fixed 8-hour block
- ✓ Add a teaspoon of apple cider vinegar to water before meals
- ✓ Review your macros — are you actually hitting your fat targets?

Mindset: Hunger is information, not an emergency.

DAY

9

Protein Check

Audit and optimise your protein intake

- ✓ Calculate your protein target (0.7–1g per lb lean body mass)
- ✓ Adjust today's meals to hit the target precisely
- ✓ Replace any lean protein sources with fattier cuts
- ✓ Begin taking omega-3s with your first meal if you haven't

Mindset: Precision now creates effortlessness later.

DAY

10

The Mental Game

Address the psychology of week 2

- ✓ Identify your biggest craving trigger and write it down
- ✓ Plan a specific keto-compliant substitute for that craving
- ✓ Extend your daily walk to 30 minutes
- ✓ Tell one person how you're feeling honestly

Mindset: Every craving is temporary. Every good choice is permanent.

DAY

11

Energy Work

Assess and optimise your energy levels

- ✓ Assess: morning energy, afternoon energy, evening energy — score each 1-10
- ✓ If afternoon is lowest: have a fat-rich snack at noon
- ✓ If morning is lowest: consider breaking your fast earlier
- ✓ Try 10 minutes of sunlight exposure at noon today

Mindset: My energy is a signal. I know how to read it.

DAY

12

Sleep Protocol

Build your optimal sleep environment

- ✓ Set your bedroom temperature to 17–19°C / 62–66°F tonight
- ✓ No screens for 60 minutes before bed — start tonight
- ✓ Take 300mg magnesium glycinate 30 minutes before sleep
- ✓ Set your wake time alarm for the same time tomorrow

Mindset: Sleep is not rest. It is active metabolic work.

DAY

13

Movement Introduction

Begin intentional resistance training

- ✓ Complete your first resistance training session (see workout guide)
- ✓ Focus on compound movements: squat, hinge, push, pull
- ✓ Keep it to 30–40 minutes — quality over duration
- ✓ Take a 5-minute walk after dinner to improve glucose clearance

Mindset: I am building the engine that burns the fuel.

DAY

14

Week 2 Check-In

Second weekly assessment — note your trajectory

- ✓ Complete the Week 2 Check-In and compare to Week 1
- ✓ Take photos — front, side, back (these are for your eyes only)
- ✓ Calculate your average daily macros from the past 7 days
- ✓ Write down your single biggest win from this week

Mindset: I am already a different person than I was 14 days ago.

CHAPTER 3

Week Three: Acceleration

Days 15–21 — results are compounding, habits are forming

WHAT TO EXPECT IN WEEK 3

Week 3 is when transformation becomes undeniable. The habits are forming into reflexes. The food decisions are becoming automatic. The energy is stable. If you're not seeing scale movement, remember: measurements, photos, and how your clothes fit are more accurate indicators than weight alone.

DAY
15

Tighten Again

Move to 18:6 eating window

- ✓ Shift to an 18-hour fast — your eating window is now 6 hours
- ✓ Most people find a 1pm–7pm or 2pm–8pm window works best
- ✓ Break your fast with protein and fat — no carb-heavy first meals
- ✓ Add creatine (5g) to your morning water from today

Mindset: Compression creates clarity. The tighter the window, the clearer the mind.

DAY
16

Compound Your Effort

Layer habits — they multiply

- ✓ Complete your second resistance training session this week
- ✓ Try a new keto recipe you haven't made before
- ✓ Set a 10-day mini-goal: what will you achieve by Day 25?
- ✓ Review your sleep data or journal for the past 7 days

Mindset: Habits stack. Every good choice makes the next one easier.

DAY
17

Stress Audit

Address the cortisol load in your life

- ✓ List your top 3 current stressors
- ✓ For each: is it within your control? What is one action you can take?
- ✓ Practice 4-7-8 breathing for 4 minutes today
- ✓ Consider one digital boundary: one hour off your phone today

Mindset: I cannot control everything. I can control my response to everything.

DAY

18

Refuel and Repair

Active recovery day

- ✓ Today is a rest day from formal training — walk only
- ✓ Prepare a nutrient-dense keto meal with organ meat or fatty fish
- ✓ Do a full body stretch for 15 minutes before bed
- ✓ Take magnesium, omega-3, and vitamin D3 tonight

Mindset: Recovery is not laziness. It is where the adaptation happens.

DAY

19

Mindset Deep Work

Examine your relationship with food

- ✓ Journal: What does food mean to me beyond fuel?
- ✓ Identify one emotional eating pattern you've had in the past
- ✓ Plan your social eating strategy for the next 2 weeks
- ✓ Visualise yourself at Day 30 — what does that look like?

Mindset: The mind changes before the body follows. My mind is changing.

DAY

20

Performance Test

How has your performance changed?

- ✓ Do the same resistance training workout as Day 13 — compare output
- ✓ Test energy without caffeine today — how do you feel?
- ✓ Note your current hunger levels vs Day 1 on a scale of 1–10
- ✓ Calculate how many days of compliance you've had (aim for 17+)

Mindset: I am already performing differently. My body is changed.

DAY

21

Week 3 Check-In

Three-week milestone — celebrate with assessment

- ✓ Complete Week 3 Check-In — compare all three weeks
- ✓ Take measurements again — compare to Day 7
- ✓ Write a letter to yourself: what has this month been like so far?
- ✓ Plan Week 4 in advance — meal plan the entire week

Mindset: Three weeks. I have proven something to myself that no one can take away.

Week Four: Transformation

Days 22–30 — the finish line is also the starting line

WHAT TO EXPECT IN WEEK 4

Week 4 is about integration. You're not finishing a diet — you're establishing a permanent way of living. The habits you've built over the past three weeks are becoming automatic. Your job now is to make them un-losable.

DAY
22

The Long Game

Shift your identity from 'doing keto' to 'being keto'

- ✓ Write your personal definition of your food philosophy
- ✓ Identify 3 keto meals that can become your permanent defaults
- ✓ Book a blood test for 6 weeks from today — track your biomarkers
- ✓ Research one keto social strategy for an upcoming event

Mindset: This is not what I'm doing. It is who I am becoming.

DAY
23

Advanced Fasting

Try a 24-hour fast (optional, advanced protocol)

- ✓ If comfortable: complete a 24-hour modified fast today
- ✓ Consume only water, electrolytes, and black coffee/tea
- ✓ Break the fast at dinner with a moderate protein and fat meal
- ✓ If 24 hours feels too aggressive: extend to 20:4 instead

Mindset: Every fast is a demonstration of my own capability.

DAY
24

Optimise Your Stack

Fine-tune your supplement protocol

- ✓ Review your supplement stack — what's working?
- ✓ Add any missing elements from Chapter 7 of the Reset Bible
- ✓ Set phone reminders for consistent supplement timing
- ✓ Research one additional supplement relevant to your specific goals

Mindset: Small optimisations compound into massive results over time.

DAY
25

Social Proof

Put your skills into a social context

- ✓ Cook a keto meal for someone else today
- ✓ Share one thing you've learned this month with someone
- ✓ Identify your strategy for eating out at restaurants
- ✓ Handle one social situation today while maintaining your protocol

Mindset: My lifestyle is an example, not a sacrifice.

DAY
26

The Emergency Plan

Build your relapse prevention system

- ✓ Write your personal 'getting back on track' protocol (max 5 steps)
- ✓ Stock an emergency keto food kit: canned fish, nuts, protein bars
- ✓ Identify your most common relapse trigger and your specific counter
- ✓ Store this emergency plan somewhere accessible

Mindset: I will fall. I know exactly how I will get back up.

DAY
27

Measurement Day

Final body composition assessment

- ✓ Take all body measurements: waist, hips, chest, arms, thighs
- ✓ Weigh yourself in the same conditions as Day 1
- ✓ Take final progress photos front, side, back
- ✓ Calculate your total body composition change over 30 days

Mindset: The numbers are just the evidence. The real transformation is invisible.

DAY
28

Rest and Reflect

Recovery and contemplation before the final push

- ✓ Rest day — no training, gentle walking only
- ✓ Read back through your daily mindset notes from the past 28 days
- ✓ Identify your three biggest insights from this month
- ✓ Prepare for your final two days and your 30-day celebration

Mindset: Everything I've built this month is mine forever.

DAY
29

The Final Stretch

One more day of full commitment

- ✓ Complete your best resistance training session of the month
- ✓ Eat your most nutrient-dense keto meal of the month
- ✓ Drink 4 litres of water today
- ✓ Write your Day 30 intentions: what happens after tomorrow?

Mindset: I finish what I start. This is who I am.

DAY

30

Transformation Complete

The beginning of the rest of your life

- ✔ Complete the final 30-day check-in and compare ALL data
- ✔ Take final measurements and photos — compare from Day 0
- ✔ Write your 90-day forward plan using what you've learned
- ✔ Celebrate — not with food, but with something that honours your achievement

Mindset: I did the thing. Now I keep going.

Weekly Check-In Template

Your honest weekly self-assessment guide

Complete this check-in every Sunday. Be honest. These numbers and notes are for you alone. The purpose is not to judge your week — it is to understand it and make the next week better.

Week Number	1 / 2 / 3 / 4
Current weight	_____ kg / lbs
Waist measurement	_____ cm / inches
Average daily carbs this week	_____ g net carbs
Days of compliance (out of 7)	_____ days
Average sleep this week	_____ hours per night
Energy level (1–10)	_____
Hunger level (1–10, 1 = not hungry)	_____
Training sessions completed	_____
Biggest win this week	_____
Biggest challenge this week	_____
What to adjust next week	_____
Mindset score this week (1–10)	_____
One word that describes this week	_____

The Recovery Protocol

For when you fall off — and you will, everyone does

At some point in your keto journey, you will have a day, a weekend, or a week where you eat in a way that is completely inconsistent with this protocol. This is not failure — it is human. The protocol for returning is more important than never leaving in the first place.

The biggest mistake people make after an off-protocol period is either catastrophising (treating it as proof that they can't do this) or compensating (extreme restriction, excessive exercise, skipping meals). Both responses make the situation worse. The recovery protocol is simple, gentle, and immediately effective.

- 1 Accept without judgement: What happened, happened. The only relevant question is: what happens next? The past is metabolically irrelevant from this moment forward.
- 2 Immediate hydration: Drink 1 litre of water with electrolytes within the next hour. This is your physical first step back.
- 3 Next meal, not next day: Start your protocol with your next meal — not tomorrow morning, not Monday, not next month. The next meal is the reset.
- 4 Return to 16:8 immediately: Begin your eating window exactly as before. Do not extend fasting to 'compensate'. Normal is the goal.
- 5 No scale for 48 hours: Post-deviation weight fluctuations are almost entirely water and glycogen — not fat. Weighing yourself immediately creates false negative feedback. Wait 48 hours.
- 6 Identify the trigger: What led to the off-protocol period? Stress? Social pressure? Inadequate food preparation? Knowing the trigger is the information that prevents it repeating.
- 7 Recommit without drama: You are not starting over. You are continuing. Every day of your keto journey counts — including the days you didn't do it perfectly.

THE RECOVERY SCIENCE

Research shows that the difference between people who achieve long-term transformation and those who don't is not the absence of slip-ups — it's the speed and composure of recovery. People who recover within 24 hours maintain results. Those who wait until Monday or 'next month' typically do not.

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You don't fail when you fall. You fail only when you don't get back up.

Your 30-day transformation is complete. The next chapter starts now.

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