

STAY OFF THE BEER BLUEPRINT

This is your guide for breaking the habit and rebuilding your edge.

It's not about shame. It's about power. You're taking back control - for your energy, your clarity, your future.

Whether you're 1 day in or 100 days clean, this blueprint will keep you grounded, focused, and ready to fight through cravings and curveballs.

From the pub to the punch bag, this is how we stay sharp without the pint.

WHY WE QUIT

You didn't just "cut back." You chose to change your life.

Common reasons from the tribe:

- Waking up tired, anxious, or ashamed
- Losing time, drive, and edge
- Gaining weight, brain fog, and regret
- Ruining relationships or missing opportunities
- Realising alcohol was numbing your potential

You don't need to wait for rock bottom. You've already decided: enough is enough.

THE 3-PHASE RESET METHOD

PHASE 1: DEFENCE (DAYS 1-14)

- Remove temptation from your home
- Plan your social calendar wisely
- Replace beer with a drink you enjoy (sparkling water, lime, alcohol-free option)
- Keep busy in the evenings: walk, train, read, create

PHASE 2: DISCIPLINE (DAYS 15-45)

- Set targets: 30-day goals, workouts, early wakeups
- Journal how you feel - clearer head, better skin, more time
- Say no with pride: people respect the ones who stand their ground

PHASE 3: DOMINANCE (DAY 45+)

- This isn't a streak. It's your new normal
- Help others - share your journey in communities or online
- Stay humble: you're one drink away from square one, so stay sharp

WHEN THE CRAVINGS HIT

Here's your go-to game plan:

- Take a cold shower or splash cold water on your face
- Do 20 pushups, a walk, or 2 minutes of breathwork
- Call a mate or post in a support group
- Remember your WHY - the version of you you're building

Cravings come in waves. Ride them. Don't drown.

WHAT TO SAY IN SOCIAL SETTINGS

People will ask. Be ready.

- "Nah, I'm rebuilding right now. Taking a break."
- "I'm training hard, and beer doesn't help recovery."
- "Just testing how sharp I can feel without it."

You don't owe anyone an explanation. But confidence is contagious - own your choice.

IF YOU SLIP

Slipping isn't failing - unless you stay down.

- Don't spiral. Reflect, recommit, and reset.
- Ask: what triggered me? What will I do differently next time?
- Talk to someone. Shame dies in the light.

- Reset the clock with pride - you're still in the fight.

DAILY CHECKLIST

- Hydrated today (2+ litres of water)
- Moved my body (walked, trained, stretched)
- Ate real food (protein, fibre, fats)
- Avoided triggers (people, places, patterns)
- Slept 7+ hours or wound down properly
- Reaffirmed my WHY

REMEMBER

You are not weak for struggling. You are strong for showing up.

This blueprint isn't a cure. It's a companion.

Use it. Share it. Live it.

From the tools to the iron - this is the rebuild.