



Centre of Mastery

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Health Kickstart Toolkit

Simple steps to refresh your lifestyle and
reclaim your health





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Introduction

Welcome to the start of your journey to getting control over your health and longevity. Well done for taking such a great first step.

You've just unlocked a toolkit designed to help you build better habits, eat more intentionally and take control of your health without the need for any fad diets.

Jake McCullough, Head Coach and Founder of Centre of Mastery, created this guide for people who are tired of starting over and ready to make meaningful change – at a pace that actually fits real life.

This isn't a bootcamp. This isn't a sales pitch wrapped in disguise. This is a clear, practical guide to feeling better in your body – through food, mindset, movement and the kind of habits that stick.



What You'll Find Inside:

1. A simple overview of the four key areas of great health
2. A one-page guide, explaining how best to fuel your body for health & longevity
3. A one-page guide, explaining the most commonly utilised habits for wellness
4. Movement prompts to feel better fast
5. A opportunity for personalised support (if you want it)

A note to you, from Jake McCullough:

"I've worked in health coaching long enough to know one thing – it's not about trying to obtain perfection. It's about showing up for yourself more often than not. That's what this toolkit is designed to do. I hope it helps give you control over your own vitality and longevity. If this isn't quite enough, and you need support, I'm here to help!"





The Four Key Areas of Great Health (1 and 2)

If you want to take control of your health and wellbeing, there are four major pillars you need to understand and master. These areas don't require perfection — they just need consistent attention. Mastering these is like unlocking your body's owner's manual...

1. Nutrition - Your Body's Fuel

What you eat affects every cell in your body. The goal isn't to obsess over every bite — it's to build habits around whole, nutrient-rich foods that energise you and support your goals.

- Prioritise whole plants, healthy fats, and lean proteins
- Reduce ultra-processed foods and empty calories
- Hydrate — your brain and body will thank you

Simple win: Start by upgrading one meal a day to a whole-food, plant-forward option.



2. Movement - Keep the Engine Running

You don't need to be a gym junkie — but your body is **built to move**.

- Daily movement supports your metabolism, mental health and longevity
- A mix of strength training, cardio and flexibility keeps your body resilient
- Even a 10-minute walk after meals can make a huge difference
- Movement helps to compound your nutrition efforts over time, in the direction of improved overall health

Simple win: Add movement you enjoy — consistency beats intensity.



The Four Key Areas of Great Health (3 and 4)

3. Recovery - Recharge to Thrive

Your body rebuilds and resets when you rest. In our experience here at Centre of Nutrition, we notice that many believe their rest hours are “wasted hours”. This could not be further from the truth...

- Quality sleep, stress management and downtime are non-negotiables
- Poor recovery = poor performance (in everything)
- Avoid burnout by listening to your body's signals

Simple win: Set a curfew for all technology 30 minutes before bed. Your nervous system will appreciate it



4. Mindset - Often The Missing Piece

Your thoughts shape your behaviours. The right mindset turns short-term effort into long-term transformation.

- Focus on growth, not perfection
- Progress over punishment — this isn't about shaming yourself
- Surround yourself with positive influences
- Altering habits can be difficult, so replacing bad habits with good habits that are similar can make the difference

Simple win: Write down one thing you did well each day. Build the habit of noticing progress.

If you master these foundations, you will multiply the results.









These four areas work together, not in isolation. Nail your basics, and you'll create a platform for every other goal — from fat loss to energy, confidence or longevity.



Simple Daily Rules for Better Health

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-
- #1**  **Thirsty? Opt for water.**
Water (even cordial, for those who don't like water on its own) will always beat fizzy drinks or alcohol. Make sure you fuel your body properly.
-
- #2**  **Move your body daily.**
Walk, stretch, dance, gym... it doesn't matter, just get the blood pumping. This is vitally important to your wellness, vitality and longevity.
-
- #3**  **Stick with real food.**
If it didn't grow in the ground or on a tree, skip it. Instead, stick to plants (fruits, vegetables, whole grains, legumes, nuts and seeds).
-
- #4**  **Caffeine is a morning thing.**
1-2 cups per day is plenty, but after you reach midday, no more caffeinated drinks. This helps regulate your sleep and circadian rhythm.
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- #5**  **Don't sit down for more than an hour at a time.**
Stand up. Improve your circulation, reduce muscle stiffness, lower the risk of chronic conditions like heart disease, increase your metabolism... etc.
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- #6**  **Treat your phone like junk food.**
YouTube, Facebook, Instagram etc... they're all fun in small doses but if you binge them you will wind up replacing the healthy habits of your day.
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- #7**  **Prioritise wind-down time.**
At least 30 minutes before bed, say no to screens and technology. Switch off the plugs if you have to. Replace with a book, low lights and calmness.
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- #8**  **Journal for self gratitude.**
A great method of reflecting on the things you are grateful for. Why not show gratitude for your own choices, and let them compound over time?



How To Fuel Your Body for Health and Longevity



Build a breakfast... the right way.

A great breakfast balances energy, fibre and satiety, without the crash. Go for **slow-release carbs** (like oats or wholegrain toast) and pair them with **healthy fats** (like nuts and seeds) and **plant-derived protein sources** (like tofu, plant yoghurts or legumes).

Add **fruit** for natural sweetness and **fibre**, plus a glass of **water or tea**. Keep processed sugars very low, keep hydration high, and prioritise real ingredients. "Real" meaning unprocessed.



How to put together the ideal lunch.

Midday meals should refuel and stabilise your energy, levels not send you into a slump. Start with **leafy greens or wholegrains** (like brown rice, quinoa or wholegrain wraps). Add **legumes** for protein (like chickpeas, lentils or beans), **colourful veggies** for their nutrient density, and finally, a **healthy fat** (like tahini dressing, avocado or seeds). If you like to experiment with different foods, don't worry, no two lunches ever need to be the same!



The last meal of the day.

Evening meals should nourish without overloading your digestion before bed. For that reason, we here at Centre of Nutrition recommend that dinner is the **lightest meal of the day**. Focus on **cooked veggies** and warm, grounding ingredients (think roasted root veg, hearty stews, stir-fries or soups). Add **legumes or tofu for protein**, and go easy on heavy starches. A drizzle of olive oil (unheated) or a handful of seeds rounds it off beautifully.



The Most Common Pitfalls

1. The “all or nothing” mindset

You haven't failed due to imperfection. **Progress beats perfection in any given circumstance.** It's better to be “mostly healthy” than to give up because of a simple slip, so it's time to pull yourself up from your knees and push forward. Learn from mistakes (we all make them). Don't let them dictate how the rest of your day goes.



2. Copying unsustainable plans

That extreme routine you see social media influencers pushing onto people just isn't realistic for your current lifestyle. Build around your life. Use principles that fit seamlessly around your lifestyle, preferences and schedule. **The best plan is one you can stick to!** Without this, your efforts are always doomed to inconsistency.

3. Going solo at the wrong time

“I'll do better when my life slows down”... if we all allowed the rest of life to dictate our level of dedication to health, then all would be lost. **Accountability = consistency.** A coach will help you to stay focused, even when your motivation is lost. Believe it or not, it's not about that overarching goal you have, it's about loving the journey.



Want help avoiding these mistakes?

Your own health and nutrition coach can keep you focused and on track, even when motivation dips. With accountability, measured goal-setting and the right resources at your disposal, you'll be unstoppable. Here at Centre of Nutrition, we help people navigate the rough field of health, wellbeing and longevity. Book your free call with us today for more information

[Get your own health coach](#)



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Thanks for reading, and congratulation for taking your first step towards vitality and wellness!



At Centre of Mastery, we believe in giving people the tools to make better choices – not perfection, not pressure, just progress.

You've now got a clear foundation to start making meaningful changes. Bookmark this guide, refer back to it often, and feel free to share it with someone who might benefit too.

If you're curious to learn more:

- You'll find new resources, insights and food for thought on our Instagram and newsletter
- We regularly share free tips, healthy swaps, and myth-busting science made simple
- When you're ready for real accountability and tailored support, you know where to find us

Stay curious. Stay consistent. And stay kind to yourself.

– The Centre of Mastery team

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