



S T E E L 4 0

THE FREE STARTER

# THE 7-DAY IRON FUEL PLAN

*Eat like a man rebuilding himself.*

7 DAYS OF MEALS · FULL GROCERY LIST · WHY EVERY PLATE MATTERS

# THIS IS NOT A DIET

It's fuel. Seven days of simple, high-protein meals built to rebuild your body, not starve it. No powders you can't pronounce, no meals that take an hour. Real food a man can cook and actually eat.

Every plate here has a job. That's why each one comes with a reason, so you understand what you're putting in your body and what it gives back. Discipline is easier when it makes sense.

The protein numbers are estimates, close enough to trust, not decimals to obsess over. Aim for the daily total and you're winning.

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## THREE RULES

- 01** Hit the protein first. Everything else is secondary.
- 02** Drink water like it's part of the plan. Because it is.
- 03** Cook it yourself. The man who feeds himself controls himself.

# DAY 1

## MONDAY

### BREAKFAST

~34G PROTEIN

4 scrambled eggs, 2 slices whole grain toast, ½ avocado

*Eggs are a complete protein and their fats feed your hormones, testosterone included. The avocado adds the good fats your body runs on.*

### LUNCH

~65G PROTEIN

7 oz chicken breast, 1 cup rice, broccoli

*Lean fuel to rebuild the muscle you tore in training. The rice refills your tank so you don't crash by afternoon.*

### SNACK

~28G PROTEIN

1 cup Greek yogurt, handful of almonds

*Slow protein that feeds your muscles for hours. Almonds kill the hunger without junk.*

### DINNER

~48G PROTEIN

7 oz salmon, 2 potatoes, mixed veg

*Salmon's omega-3 fights inflammation and speeds recovery. You wake up ready, not sore.*

DAY TOTAL    **~175G PROTEIN**

*right where a man building muscle needs to be*

# DAY 2

## TUESDAY

### BREAKFAST

~38G PROTEIN

1 cup oats, 1 scoop whey, 1 banana, 1 tbsp peanut butter

*Slow carbs and fast protein in one bowl. Steady energy that lasts the whole morning, no sugar crash.*

### LUNCH

~52G PROTEIN

7 oz ground beef, 1 sweet potato, spinach

*Red meat brings iron and zinc, the minerals that drive strength and testosterone. Spinach covers the rest.*

### SNACK

~24G PROTEIN

1 cup cottage cheese, drizzle of honey

*Casein protein digests slow and keeps feeding your muscles between meals. Honey for clean energy.*

### DINNER

~62G PROTEIN

7 oz chicken breast, 1 cup rice, peppers and onion

*Simple, high protein, no excuses. Peppers load you with vitamin C so you recover harder.*

DAY TOTAL ~176G PROTEIN

*right where a man building muscle needs to be*

# DAY 3

## WEDNESDAY

### BREAKFAST

~34G PROTEIN

4 scrambled eggs, 2 slices whole grain toast, ½ avocado

*Same strong start. Protein and good fat before the day gets a chance to derail you.*

### LUNCH

~48G PROTEIN

2 cans tuna, 2 slices bread, bell pepper

*Cheap, lean, loaded with protein. Tuna is a fighter's food for a reason.*

### SNACK

~28G PROTEIN

1 cup Greek yogurt, handful of almonds

*Protein that holds you steady. You're not starving, you're fueled.*

### DINNER

~57G PROTEIN

7 oz ground turkey, 1 cup rice, broccoli

*Lean turkey rebuilds muscle while you sleep. Broccoli fights inflammation and keeps you lean.*

DAY TOTAL    **~167G PROTEIN**

*right where a man building muscle needs to be*

# DAY 4

## THURSDAY

### BREAKFAST

~38G PROTEIN

1 cup oats, 1 scoop whey, 1 banana, 1 tbsp peanut butter

*The bowl that works. Carbs for the grind, protein for the build.*

### LUNCH

~68G PROTEIN

7 oz chicken breast, black beans, rice

*Double protein source. Beans add fiber that keeps your gut and your discipline clean.*

### SNACK

~25G PROTEIN

1 cup cottage cheese, 1 banana

*Slow protein plus quick carbs. Perfect before or after a hard session.*

### DINNER

~48G PROTEIN

7 oz salmon, 2 potatoes, mixed veg

*Omega-3 night. Your joints, brain and recovery all get paid.*

DAY TOTAL ~179G PROTEIN

*right where a man building muscle needs to be*

# DAY 5

## FRIDAY

### BREAKFAST

~30G PROTEIN

4 scrambled eggs, 2 slices whole grain toast, spinach

*Eggs and greens. Old-school strength food, nothing fancy, all results.*

### LUNCH

~52G PROTEIN

7 oz ground beef, 1 sweet potato, broccoli

*Iron, zinc, and slow carbs. This is the plate that builds a frame.*

### SNACK

~28G PROTEIN

1 cup Greek yogurt, handful of almonds

*Hold the line between meals. Protein in, junk out.*

### DINNER

~62G PROTEIN

7 oz chicken breast, 1 cup rice, peppers and onion

*Reliable and clean. The meal you can cook forever without thinking.*

DAY TOTAL ~172G PROTEIN

*right where a man building muscle needs to be*

# DAY 6

## SATURDAY

### BREAKFAST

~38G PROTEIN

1 cup oats, 1 scoop whey, 1 banana, 1 tbsp peanut butter

*You know this one now. Consistency is the whole point.*

### LUNCH

~46G PROTEIN

2 cans tuna, 2 slices toast, ½ avocado

*Lean protein and good fat. Fast to make, impossible to mess up.*

### SNACK

~24G PROTEIN

1 cup cottage cheese, drizzle of honey

*Slow-release protein to carry you through the evening strong.*

### DINNER

~62G PROTEIN

7 oz ground turkey, lentils, spinach

*Turkey and lentils stack protein and fiber. A dinner that rebuilds while you rest.*

DAY TOTAL ~170G PROTEIN

*right where a man building muscle needs to be*



# DAY 7

## SUNDAY

### BREAKFAST

~34G PROTEIN

4 scrambled eggs, 2 slices whole grain toast, ½ avocado

*Finish the week the way you started it. Strong from the first bite.*

### LUNCH

~65G PROTEIN

7 oz chicken breast, 1 cup rice, broccoli

*The classic. Boring builds bodies. Show up for it.*

### SNACK

~24G PROTEIN

1 cup Greek yogurt, 1 banana

*Protein and quick fuel. One week in, this is just who you are now.*

### DINNER

~62G PROTEIN

7 oz chicken breast, 1 sweet potato, mixed veg

*Last plate of the week. You didn't just eat clean, you proved you could.*

DAY TOTAL    **~185G PROTEIN**

*right where a man building muscle needs to be*

# THE GROCERY LIST

*One man, one week. This list matches the 7 days exactly.*

## PROTEIN

|                      |                  |
|----------------------|------------------|
| Chicken breast       | 3 LB             |
| Ground beef (90/10)  | 1 LB             |
| Ground turkey        | 1 LB             |
| Salmon               | 1 LB (2 FILLETS) |
| Canned tuna          | 5 CANS           |
| Eggs                 | 1 CARTON (18)    |
| Greek yogurt (plain) | 32 OZ TUB        |
| Cottage cheese       | 24 OZ TUB        |

## CARBS

|                   |             |
|-------------------|-------------|
| Rice              | 2 LB BAG    |
| Rolled oats       | 1 CANISTER  |
| Sweet potatoes    | 4           |
| Potatoes          | 4           |
| Whole grain bread | 1 LOAF      |
| Black beans       | 1 CAN       |
| Lentils           | 1 SMALL BAG |
| Bananas           | 1 BUNCH (7) |

## VEG

|                  |         |
|------------------|---------|
| Broccoli         | 2 HEADS |
| Spinach          | 1 BAG   |
| Bell peppers     | 4       |
| Onions           | 3       |
| Frozen mixed veg | 2 BAGS  |
| Garlic           | 1 BULB  |
| Lemons           | 3       |
| Avocados         | 3       |

### BUY ONCE · LASTS WEEKS

Whey protein · Peanut butter · Almonds · Olive oil · Honey · Hot sauce · Salt · Black pepper · Paprika · Garlic powder

*Don't rebuy these every week. Stock them once and forget it.*

### SKIP THESE AISLES

No soda. No chips. No candy. No pastries. If it comes in a shiny bag and screams at you, walk past it. A disciplined cart on Sunday is a disciplined week.

**PRINT IT. TAKE IT TO THE STORE. COME BACK A STRONGER MAN.**

# YOU FIXED YOUR PLATE. NOW FIX THE MAN.

Eating right is day one. It's not the war.

If this plan showed you anything, it's that discipline is simple. Not easy, simple. You already know what to do. The real question is whether you'll do it when no one is watching.

That's what The Iron Protocol is built for. 40 days. One challenge a day. No fluff, no motivation speeches that fade by noon. Just a man rebuilding himself, one honest day at a time. Training, sleep, no porn, no sugar, no excuses. The habits stack until they become who you are.

Most men quit their own life by day three. This is how you stop being most men.

## THE IRON PROTOCOL

*40 Days to Become Unbreakable*

~~\$37~~ **\$14.90**

**STEEL40.COM**

*The war is just beginning. Keep going.*