GUIDE



STRONG DESPITE A FULL CALENDAR

Your guide to discipline and strength

Thorsten Flügel
Online Personal, Fitness & Medical Coach



INTRODUCTION

DISCIPLINE ISN'T A CHARACTER TRAIT. IT'S A MATTER OF PLANNING.

Your calendar is packed, and training gets squeezed out. Maybe you know the line, "I'll start next week." Maybe you've tried a lot of things, and nothing stuck.

I've held senior marketing roles at Red Bull, Netflix, Meta, Bumble, and ESN. I know from my own experience how hard it is to fit training and nutrition into a schedule like that. Sticking with it often fails not because of willpower, but because of a plan that doesn't fit your week.

This guide is for every fitness level, whether you're starting from zero or already have experience. You don't need five sessions a week: to get started, two to three well-planned sessions are a solid base, and the theory stays simple.

How to use it: Read it through once. Then pick one step and put it into practice this week. That's all you need to get started.

BEFORE YOU START

This guide is a general introduction and doesn't replace individual advice. Talk to your doctor first if you have cardiovascular problems, high blood pressure, pain (for example in your back or joints), or a medical condition, or if you're unsure. Challenging is fine. If an exercise hurts, stop.



01

BUILD DISCIPLINE

Discipline doesn't mean forcing yourself every single day. It means making decisions so you don't have to make them again every day.

PART 1

BUILD DISCIPLINE

01 SET A GOAL YOU CAN MEASURE

"Get fitter" isn't a goal. "Train twice a week for 12 weeks" is. If you have a goal with a date, you can say at the end: done or not done, and you can see along the way whether the plan works.

YOUR NEXT STEP

- Write down a goal with a date.
- Decide how you'll track progress: waist circumference (in the morning, fasted, always at the same spot), a photo every 4 weeks under the same conditions, and a training log with exercise, sets, reps, and weight. The scale alone doesn't tell you what's changing in your body.
- Pick a milestone for the first 4 weeks.

02 TURN TRAINING INTO AN APPOINTMENT

Block your training slot like a client meeting: fixed day, fixed time, non-negotiable. Start with one slot. The second one comes once the first is set.

YOUR NEXT STEP

- Put your slot in your calendar for the next 4 weeks.
- Pack your gym bag the night before.
- Set a fixed backup day. If an appointment falls through, it moves there, not to "someday."

03 CLEAR AWAY OBSTACLES

When training is a hassle, it gets put off. Make it easy and excuses hard.

YOUR NEXT STEP

- Pick a training location on your normal route, for example between the office and home.
- Lay out your workout clothes the evening before.
- Decide ahead of time what you'll still do on a day with a full calendar (more on that in Part 3).



02

BUILD PHYSICAL STRENGTH

In training, you set the stimulus. You get stronger in recovery. And in between, you need food that fits your life.

PART 2

BUILD PHYSICAL STRENGTH

01 START WITH A SOLID FOUNDATION

Before it gets more intense, your body needs mobility and a stable core. Basic movements beat complicated exercises.

YOUR NEXT STEP

- Warm up before every workout: 5 to 10 minutes of light cardio and dynamic mobility.
- Learn the basic movements: squat, lunge, push-up, row, and a hip hinge (Romanian deadlift with dumbbells, light weight). Not sure about your technique? Have a trainer show you at the gym before you go heavier.
- Train your core: start with the plank.

02 BUILD A WEEK WITH 2 TO 3 SESSIONS

You don't need hours in the gym. What matters is training regularly and covering the big muscle groups. Two to three well-built sessions you can stick with beat any plan you drop after three weeks.

MOVEMENT	SESSION A	SESSION B
Legs	Squat	Lunge
Push	Push-up or bench press	Shoulder press
Pull	Row	Lat pulldown
Hips	Hip bridge	Romanian deadlift (dumbbells)
Core	Plank	Side plank

BUILD PHYSICAL STRENGTH

02 HOW TO RUN SESSIONS A AND B

YOUR NEXT STEP

- Pick two fixed slots and split Sessions A and B across them. If you have a third slot, repeat A or B.
- Volume: 2 to 3 sets of 8 to 12 reps. Plank and side plank: 2 to 3 rounds of 20 to 30 seconds.
- Choose a weight so the last one or two reps of each set are challenging, but your form stays clean.
- On the other days, everyday movement counts, for example a walk on your lunch break.

03 PROGRESS STEP BY STEP

Form comes before weight. Only when an exercise feels solid do you go heavier.

YOUR NEXT STEP

- If you hit the top rep count in all sets with clean form, increase the weight a small amount next time.
- Log every session in your training log, so you can see where you stand.
- Muscle soreness and fatigue are normal. Stabbing pain is not: pause and get it checked by a doctor.

04 TAKE RECOVERY SERIOUSLY

In training, you set the stimulus. You get stronger in recovery.

YOUR NEXT STEP

- Schedule rest days: at least one day off between two sessions.
- Get enough sleep: at least 7 hours, as often as your schedule allows.

General sample plan, doesn't replace individual advice. If you have symptoms, get them checked by a doctor first.

FOOD THAT FITS YOUR LIFE



05 EAT SO YOUR TRAINING PAYS OFF

YOUR NEXT STEP

- Plan food like appointments: once a week, decide what you'll eat on workdays. Two to three standard meals are enough to start.
- Include a protein source in every main meal. It supports muscle maintenance and keeps you full.
- No diet plan, no rules: what makes sense for you depends on your daily life and your goal. That's exactly what the individual plan in coaching is for.

General sample plan, doesn't replace individual advice. If you have symptoms, get them checked by a doctor first.



03

BUILD MENTAL STRENGTH

There will be weeks when everything goes differently. You prepare for that now.

PART 3

BUILD MENTAL STRENGTH

01 PLAN FOR BAD DAYS

There will be weeks when everything goes differently. For those, you need a minimum version of your training: shorter, simpler, but done. Better short than not at all.

YOUR NEXT STEP

- Decide now what your minimum version looks like: about 20 minutes, two to three basic exercises from Part 2, 2 sets each.

02 LEARN TO HANDLE PRESSURE

When your head is full after a long day, it helps to slow down for a moment before you head to training or skip it. A few minutes of deliberate pause can help you think more clearly again.

YOUR NEXT STEP

- Pick a small routine: a few calm breaths, a short walk, or three sentences in a notebook.

03 TALK TO YOURSELF LIKE A GOOD COLLEAGUE

If you beat yourself up after a missed session, you're less likely to stick with it. Treat yourself the way you'd treat a good teammate after a tough day: matter-of-fact, friendly, looking ahead.

YOUR NEXT STEP

- Write down one sentence that reminds you why you started.
- After a missed session: move on to the next slot, no make-up marathon.



CONCLUSION

STRENGTH COMES FROM REPETITION, NOT PERFECTION.

You don't have to change everything at once. Pick one step from this guide and put it into practice this week.

Want a plan tailored to you and your calendar? In the free intro call, we'll look together at what that could look like for you.

BOOK YOUR FREE INTRO CALL

tigerclawfitness.de

Or send me a DM or a WhatsApp message.

Know someone with a full calendar? Share this guide with them.

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