



JUST ANOTHER LEVEL ON

THE FREE GUIDE

THE JALO RULES

10 rules for getting strong, lean, calm and
switched-on — around a real, busy life.

BUILD MIND. BODY. LIFE.

jalowellness.com

START HERE

YOU DON'T NEED TO CHANGE YOUR WHOLE LIFE.

Most plans only work when everything else is perfect. Quiet week, no travel, no stress, nothing going wrong. That's not your life. That's nobody's life.

So the plan breaks the first busy week — and you start again next month. Then the month after.

JALO is built the other way round. Built for busy weeks, missed sessions, late meetings, travel, family and stress. Built to bend instead of break.

That's the whole idea in three words:

ADJUST. DON'T ABANDON.

You don't need more motivation. You need a plan that still works when life doesn't.



FROM TINO

BUILT BY SOMEONE WHO GETS THE REAL WORLD.

I'm Tino, the founder of JALO. I built it for people whose lives don't revolve around fitness.

Your health plan should fit your life, not require you to escape it. These ten rules are how.

Tino Jalo · Founder, JALO

THE PHILOSOPHY

TEN RULES. ONE SYSTEM.

No fads. No extremes. No punishment. Just ten principles that make staying strong and healthy simpler.

Don't try to master all ten tomorrow. Pick one. Live it for a week. Then stack another.

Small actions, repeated long enough, change everything. That's not motivation talking — it's maths.

THE 10 JALO RULES

RULES 1-3

1 STRONG, LEAN, CAPABLE. IN THAT ORDER.

Chase strength and capability first. Train to do things, not just to look a certain way. The look is a side effect of getting strong and moving well.

THE REP: This week, pick one lift or movement and aim to do it slightly better than last time.

2 MINIMUM EFFECTIVE DOSE WINS.

You don't need the hardest plan. You need the smallest one that works — and that you'll actually keep doing. Less, done forever, beats everything, done for three weeks.

THE REP: Decide the least you'll do on a bad week. That's your real plan.

3 SCALE DOWN, DON'T STOP.

Busy week? Don't bin training because you can't do the perfect session. 20 minutes becomes 10. Five exercises become two. A gym session becomes a walk.

THE REP: Do something small enough that there's no reason to skip it.

THE 10 JALO RULES

RULES 4-6

4

MUSCLE IS YOUR LONGEVITY INSURANCE.

Keeping muscle as you age is one of the best things you can do for your health, strength and how you move for decades. You don't need to be big. You need to be strong.

THE REP: Lift something challenging 2–3 times a week. Anything beats nothing.

5

BUILD YOUR ENGINE.

Your fitness — how easily you move, climb stairs, keep up — matters as much as your muscle. Most of it is built by easy movement, not punishing cardio.

THE REP: Walk every day. Add one session a week where you breathe a bit harder.

6

A PALM OF PROTEIN, EVERY MEAL.

Protein is the one nutrition habit that quietly does the heavy lifting — it supports muscle, recovery and feeling full. Most busy people simply don't get enough.

THE REP: Put a palm-sized portion of protein on the plate at every meal.

THE 10 JALO RULES

RULES 7-10

7 DISCHARGE YOUR STRESS. DON'T SIT IN IT.

Stress isn't only in your head — it shows up in your body. Moving it out beats stewing in it.

THE REP: When it spikes, move for two minutes — a walk, stairs, a few slow breaths.

8 BUILD AN OFF-SWITCH.

'Always on' is why you can't switch off. Your brain needs a signal that work is done.

THE REP: Pick a fixed end-of-work cue. Close the laptop. Say 'done.' Mean it.

9 PROTECT YOUR SLEEP.

It's the most powerful recovery tool you have, and it's free. Guard it like it matters, because it does.

THE REP: Set a realistic bedtime and a 30-minute wind-down. Keep both tonight.

10 CONSISTENCY COMPOUNDS.

Boring beats brilliant. The person who shows up at 70% every week beats the one who goes 100% then disappears.

THE REP: Aim for 'good enough, most days.' Then keep going.

THE RULE THAT HOLDS IT TOGETHER

ONE USEFUL REP.

Some days the full plan just isn't happening. The goal on those days isn't a personal best. It's keeping the identity alive — staying someone who trains, eats well and looks after themselves.

That's what one useful rep does. It keeps momentum alive — and stops one bad day becoming a bad week.

- **No 60-minute workout?** Do 20.
- **No 20?** Do 5.
- **Can't cook properly?** Make the next meal useful.
- **Bad night's sleep?** Don't write off the whole day.
- **Missed Monday?** Train Tuesday.

Something is almost always better than nothing. The people who get results aren't the ones who never have a bad day. They're the ones who refuse to let one bad day become a bad week.

THE MINDSET SHIFT

DON'T RESTART. ADJUST.

All-or-nothing thinking is the quiet killer. One missed session, and the whole plan gets thrown out ‘until Monday.’ Don’t restart next week. Adjust today.

THE PLAN	WHAT LIFE DID	THE JALO ADJUSTMENT
60-min gym session	Late meeting	20-min full-body session
Meal prep all week	Client dinner	Protein-led meal, eat normally, carry on tomorrow
8 hours’ sleep	Rough night	Daylight, a walk, sensible caffeine, normal bedtime
Dry week	Social event	Enjoy it, back to normal next day — no guilt spiral
Daily training	Travel	Two hotel-room sessions + walking

The plan was never meant to be perfect. It was meant to survive a normal week.

THE CUT LIST

SOMETIMES PROGRESS IS WHAT YOU REMOVE.

- ✗ Doomscrolling first thing and last thing
- ✗ All-or-nothing thinking
- ✗ Punishment workouts you secretly dread
- ✗ Caffeine late in the day
- ✗ Alcohol as your daily wind-down
- ✗ Skipping protein at breakfast
- ✗ Comparing yourself to people online
- ✗ Training hard but never recovering
- ✗ 'I'll start Monday'
- ✗ Waiting to feel motivated

Bin a few of these and you're already ahead of most people — without adding a single thing.

IN REAL LIFE

THE SIMPLE JALO WEEK.

Not a rigid programme — a rhythm. Shape it around your life, not the other way round.

A GOOD WEEK

- 2–4 strength sessions
- A walk most days
- 1–2 easy conditioning sessions
- Protein at every meal
- A steady sleep routine
- One deliberate recovery block

A BUSY WEEK

- 2 shorter strength sessions
- Daily walks
- Protein at main meals
- Protect your sleep
- One recovery block

Both weeks count. That's the point. The busy week isn't failure — it's the plan working as designed.

FIND YOUR STARTING POINT

START WITH WHAT'S BUGGING YOU MOST.

BODY

Feel leaner, stronger and more confident.

ENERGY

Steadier energy, fewer afternoon crashes.

MIND & RECOVERY

Switch off, recover, handle pressure better.

PERFORMANCE & LONGEVITY

Stay strong, fit and capable for the long term.

JALO has a focused, self-guided programme built around each one. Pick the door that fits — you can always come back for the others.

Not sure which one is yours?

[TAKE THE JALO ASSESSMENT →](#)

THE VALUE LADDER

WHEN YOU'RE READY.

DO IT YOURSELF

JALO Reset Programmes

Focused 28-day plans for the one thing you want to fix first.

£29

[EXPLORE PROGRAMMES →](#)

GET COACHED

JALO Performance

12 weeks of structured training, nutrition, habits and accountability through the JALO app.

£329 pay in full · or £31.99/week × 12 (£383.88 total)

[START JALO PERFORMANCE →](#)

WORK DIRECTLY WITH TINO

JALO 1:1

Premium coaching built completely around you, your life and your goals. Limited capacity.

[APPLY FOR 1:1 →](#)

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This guide provides general fitness and wellbeing education and is not medical advice. If you have a medical condition, take medication, are pregnant, have concerning symptoms, or are unsure whether exercise or nutrition changes are right for you, seek advice from an appropriate healthcare professional.

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