

THE AESTHETIC FRAME

The 5 rules for building a physique that looks strong and aesthetic — plus the complete 8-week program that puts them into practice.

**TRAIN FOR THE LOOK.
NOT THE LIFT.**

NO FLUFF. NO CRASH-DIET NONSENSE.
FIVE RULES AND A COMPLETE PROGRAM.

Most training advice is about getting *bigger* or lifting *heavier*. This is about looking **built** — the kind of physique that's obvious in a plain t-shirt. After two bodybuilding shows and years of working out what actually matters, it comes down to a handful of rules. Here they are.

01 BUILD TOP-DOWN

Your frame is what reads as “built” before anyone notices anything else. Shoulders, traps, upper chest, and back width create the shape — so prioritise them. A strong set of shoulders and a wide back make your waist look smaller and your whole physique look bigger — without needing the scale to move much.

02 CHASE PROPORTION, NOT JUST SIZE

Size alone doesn't look aesthetic — *shape* does. The goal is the V-taper: wide up top, tight through the waist. That means building the muscles that widen you and not over-building the ones that thicken your middle. A leaner, proportioned physique beats a bigger, blocky one for the look most people want.

03 KNOW THE MUSCLES THAT MAKE YOU LOOK JACKED

Not all muscle is equal for the look. The ones that matter most:

SIDE DELTS

Width. The single biggest “aesthetic” muscle.

UPPER CHEST

The shelf that fills out a shirt.

BACK WIDTH — LATS

The taper, seen from the front and behind.

ARMS, IN PROPORTION

Built, but never so big they throw everything off.

Train these with intent and you look jacked at almost any size.

04 TRAIN FOR THE LOOK, NOT THE NUMBER

Heavy compounds are the foundation — they build the frame underneath everything. But the goal is the muscle, not the ego-lift. Control the weight, chase tension and a full range, and leave a rep in the tank. The best-looking physiques aren't built by the people lifting the most — they're built by the people training the right muscles the right way.

05 GET LEAN ENOUGH TO SHOW IT

You can't see any of this under a layer of fat — getting lean is what reveals the frame you've built. But you don't need to crash diet or wreck yourself to get there. Extreme diets end the same way every time: misery, then rebound. Eat mostly whole foods, keep it sustainable, and let the fat come off slowly. Slow and steady is the approach that actually lasts.

// THE PROGRAM

FOUNDATION BUILDER

You can't specialise a frame you haven't built. Foundation Builder is the base layer: the big lifts that create the raw material (Rule 4), with the width work — lateral raises, pulldowns, rows — already in place from day one (Rules 1 and 3).

How it works: the three sessions stay the same for all eight weeks. What changes is the sets and reps on the big lifts, in four two-week phases — that's the progression doing its job, not you improvising. Run it Monday / Wednesday / Friday, or any three days with at least a rest day between them.

8

WEEKS

3

SESSIONS / WEEK

~60

MIN / SESSION

Exercises **1–3** in each session are your big lifts — sets and reps come from the phase table on the next page. Exercises **4–5** are accessories: **3 × 12–15**, all eight weeks.

SESSION A — FULL BODY

1–3 » PHASE TABLE, P.5

1	Barbell Back Squat	warm-up 2 × 15 light	phases	90s
2	Barbell Bench Press	warm-up 2 × 15 light	phases	90s
3	Barbell Row	warm-up 1 × 15 light	phases	90s
4	Lateral Raises		3 × 12–15	60s
5	Cable Crunches		3 × 12–15	60s

SESSION B — FULL BODY

1–3 » PHASE TABLE, P.5

1	Overhead Press	warm-up 2 × 15 light	phases	90s
2	Lat Pulldown	warm-up 1 × 15 light	phases	90s
3	Romanian Deadlift	warm-up 2 × 15 light	phases	90s
4	Barbell Curl		3 × 12–15	60s
5	Hanging Leg Raises		3 × 12–15	60s

SESSION C — FULL BODY

1–3 » PHASE TABLE, P.5

1	Incline Dumbbell Bench	warm-up 1 × 15 light	phases	90s
2	Seated Cable Row	warm-up 1 × 15 light	phases	90s
3	Leg Press	warm-up 2 × 15 light	phases	90s
4	Tricep Pushdown		3 × 12–15	60s
5	Cable Crunches		3 × 12–15	60s

FOUR PHASES. ONE RULE.

WK 1-2 · LEARNING

WK 3-4 · BUILDING

WK 5-6 · VOLUME

WK 7-8 · PEAK

WEEKS	PHASE	BIG LIFTS	FOCUS
1-2	LEARNING	3 × 10-12	Learn the movement patterns. Pick weights you can control. Quality over quantity.
3-4	BUILDING	3 × 8-10	Reps drop. Add weight only when all sets hit the top of the range.
5-6	VOLUME	4 × 8-10	A fourth working set on the big lifts. Same reps — more total work.
7-8	PEAK	4 × 6-8	Heavier still. Push the loads; keep form clean and controlled.

THE ONE PROGRESSION RULE

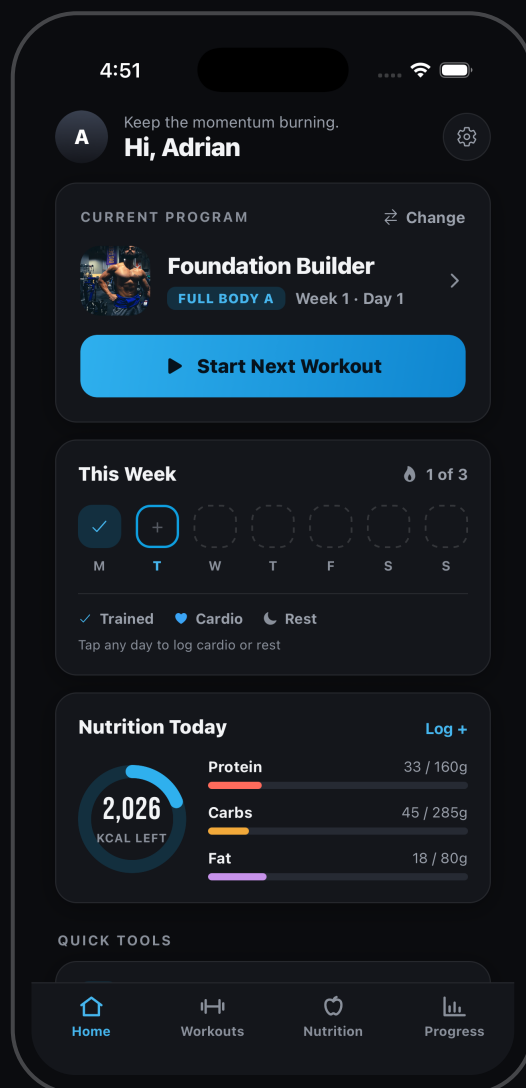
When you hit the top of the rep range on every working set, **add weight next session**. If you don't, stay. That — done consistently for eight weeks — is what actually works. And per Rule 4: leave a rep in the tank.

RUN IT ON PAPER. OR LET THE APP RUN IT FOR YOU.

This exact plan — Foundation Builder — is one of the free plans in the app. It tracks which phase you're in, prescribes the sets and reps each session, logs every set, tells you when to add weight, and even does the plate math. What's in these pages is everything; the app just makes it effortless to follow for eight straight weeks. And when you finish, the next plan is already there.

GET THE APP →

AND START BUILDING THE FRAME.



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