DR CAMPBELL MURDOCH

Metabolic Health The 28-Day Plan

Rapid Results — Resource Pack

Everything you need to follow the plan, in one place.
Simple daily actions. Rapid results. Lasting change.

What's inside

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This pack is general information, not medical advice. Visit healthshelf.org for the full disclaimer.

Metabolic Health 28-Day Rapid Results Plan

Introduction · how to use this plan

Print your chart, take your daily actions, and review every 7 days.

METABOLIC HEALTH — THE KEY TO FEELING AND LIVING WELL

Your metabolic health is how well your body turns food into energy, and it sits at the heart of your wellbeing — now and for years to come. When it improves, so does almost everything else: steadier energy, a brighter mood, a leaner, stronger body, and strong protection against — and often reversal of — many modern illnesses, from type 2 diabetes to fatty liver and heart disease. Best of all, it responds quickly to enjoyable, sustainable changes in how you eat, move and live, with most people noticing real benefits within days to weeks.

This plan is designed to get you there more easily and faster, while building lasting habits. You start by focusing on your first 28 days — this is your Commit Phase. Here you either choose the Rapid Results Plan, or you can completely personalise your plan from the start with a Personal Health Plan. For the next 28 days you enter the Customise Phase, tailoring and personalising the plan to your preferences, body and goals. Finally, the following 28 days are the Continue Phase, where you build lasting change and effortless habits. In the future, whenever you need a boost, you can simply return to do another Commit Phase with the 28-Day Rapid Results Plan.

This is a powerful and effective way to improve your health. Before making any changes, please read the safety information included in this resource pack.

Dr Campbell Murdoch

TWO WAYS TO FOLLOW THE PLAN

OPTION 1

28-Day Rapid Results Plan

Ten specific actions you do every single day for 28 days. It gets results — but only follow it if it looks and feels right for you.

OPTION 2

Your 28-Day Personal Health Plan

Suitable for everyone. You choose your own daily actions and tailor them to your own preferences and needs.

Using your chart

Print the chart for your chosen plan and keep it somewhere visible. Tick each action as you complete it, and at the end of each day write down your daily score — the number of actions you managed that day.

REVIEW AS YOU GO, AND CELEBRATE AT THE END

Every 7 days — review

- What have I noticed?
- What has gone well?
- What will I focus on for the next 7 days?

On day 28 — reflect & celebrate

- How many ticks have you achieved?
- What has gone well?
- How do you feel — in body and mind?
- What changes have you noticed in your body?
- Which daily actions will you keep doing?

The Three 28-Day Phases

Commit · Customise · Continue

Three steps of 28 days: start, personalise, and make it last.

Lasting metabolic health is built in three steps, each lasting 28 days. The first gets you started and brings rapid results; the second shapes the plan around you; the third turns it into effortless, lifelong habits. Everyone's journey is personal, so treat these phases as a flexible path rather than a rigid set of rules — go at your own pace, keep what works for you, and keep learning as you go.

1

PHASE 1 · DAYS 1–28

Commit

Your first 28 days are about getting started and feeling the difference. You choose one of two ways to begin: the Rapid Results Plan, with its ready-made list of ten daily actions, or your own Personal Health Plan, tailored from the very start. Either way, the aim is simply to commit to your chosen actions each day and let the early wins build your momentum.

2

PHASE 2 · DAYS 29–56

Customise

The second 28 days are about making the plan truly yours. If you followed the Rapid Results Plan, you can keep going with it, or begin to personalise and tailor your tick-list of actions to fit your preferences and goals. Some people choose to push harder; others choose to ease off in places — both are right. What matters is shaping an enjoyable, sustainable plan that delivers the results that matter most to you.

3

PHASE 3 · DAYS 57–84

Continue

The third 28 days are about turning your daily actions into effortless, long-term habits. By now, choices that once took thought begin to feel natural and automatic, and your focus shifts from following a plan to simply living it — so that good metabolic health becomes part of who you are, sustained with ease for years to come.

A note on safety: this is general information, not medical advice. Please read the safety information in this pack, and always seek medical attention for any health concern.

A personal note

In my work as a GP, I have seen this Metabolic Health 28-Day Plan approach transform many lives — in my medical practice, in the workplace, and among my own friends and family. I have watched energy return, health improve and confidence grow, often far faster than people expected. If we ever meet, I would love to hear your story, and your top tips on what worked best for you.

Dr Campbell Murdoch

The Rapid Results Plan is for you if you're ready to make significant lifestyle changes and want to see quick results. If you have a good reason to do it and it feels the right time, then go for it — but first, please check the cautions below.

IMPORTANT — WHO SHOULD TAKE CARE

Do not do this plan if you:

- Are underweight (a BMI below 18.5).
- Have a current, or significant past, eating disorder.
- Are pregnant.
- Have a current serious illness, where significant lifestyle change is currently inappropriate.

Speak to your healthcare professional first if you:

- Take medication for diabetes — your doses may need to be altered. (Your provider may find this article helpful: https://bjgp.org/content/69/684/360)
- Take an SGLT2 inhibitor — a diabetes, heart or kidney medicine whose name ends in -flozin, such as dapagliflozin or empagliflozin. These can need pausing on a low-carbohydrate or fasting plan, so agree this with your doctor first.
- Take warfarin — your blood-test (INR) dates may need to change.
- Take blood pressure medication — it may improve on the plan, so monitor it and review your doses.
- Are breastfeeding, have kidney disease, heart failure or gout, or have been told to limit salt or fluid.

If you have any other doubts about your medical conditions, you must speak to a healthcare professional before starting the plan. For any other medical conditions or needs, seek appropriate advice before changing your lifestyle, and whenever a medical need arises.

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Metabolic Health 28-Day Rapid Results Plan

Daily Checklist · tick each action you complete, then write your daily total score

Print and keep it visible. Review every 7 days — What have I noticed? What has gone well? What will I focus on next?

DAILY ACTIONS Tick ✓ each day · total your score out of 10	WEEK 1							WEEK 2							WEEK 3							WEEK 4						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
1 **Real food, high protein** Mostly “Enjoy” foods; minimise sugar & ultra-processed foods	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2 **16:8 intermittent fasting** All food within an 8-hour window	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3 **2 litres of water** Water or other calorie-free drinks	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4 **Zero alcohol** None for the 28 days	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5 **20 press-ups** Against a wall or on knees to make easier if necessary	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6 **20 squats** Hold a chair or counter to make easier if necessary	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7 **20 minutes cardio** Walk, cycle, swim, dance, gardening…	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 **Magnesium supplement** A well-absorbed form, as directed	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9 **7 hours of sleep opportunity** Aim for a regular bedtime each night	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
10 **Notice** Note one thing you achieved today	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
DAILY SCORE Number of actions completed (0–10)																												

Metabolic Health 28-Day Personal Health Plan

Choose your own daily actions · tick each one you complete, then write your daily total score

Print and keep it visible. Review every 7 days — What have I noticed? What has gone well? What will I focus on next?

MY DAILY ACTIONS Write your own actions · tick ✓ each day · total your score	WEEK 1							WEEK 2							WEEK 3							WEEK 4						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
1 _____	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2 _____	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3 _____	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4 _____	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5 _____	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6 _____	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7 _____	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 _____	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9 _____	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
10 _____	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
DAILY SCORE Number of your actions completed																												

Metabolic Health 28-Day Rapid Results Plan

The 10 Daily Actions

Complete all ten each day where you can, and record your daily score out of 10.

1 Real food, high protein

Build meals around real, whole foods with plenty of protein. Use the High-Protein Diet Food Lists to guide your choices: at least 70% of your food from the “Enjoy” categories, and less than 10% from the “Minimise” categories. Ultra-processed (junk) food and sugar should be minimised or avoided altogether.

2 16:8 intermittent fasting

Eat all your food within an 8-hour window — for example 8am–4pm or 11am–7pm; the window can be whenever suits you. For the other 16 hours, take nothing containing calories. Water and other calorie-free drinks are fine throughout the fast.

3 2 litres of water

Aim for at least 2 litres through the day — pure water or other non-alcoholic, calorie-free drinks. It isn’t an exact science, but staying well hydrated helps prevent the headaches and constipation that can come with dietary change, especially in the early weeks.

4 Zero alcohol

Avoid alcohol completely during the plan. Alcohol reduces fat-burning and disturbs sleep — even a single drink can adversely affect sleep. Pausing it entirely for the 28 days removes a significant obstacle.

5 20 press-ups

Hands about shoulder-width apart, lower your chest almost to the floor, then extend your arms again. Do them in one go or in smaller numbers through the day. Make them easier by leaning against a wall or kneeling; harder by performing them more slowly.

6 20 squats

Feet about shoulder-width apart, lower into a seated position, then extend your legs back to standing. Do them all at once or split through the day. Make them easier by holding a counter or chair; harder by moving slowly, holding weights, or using one leg at a time.

7 20 minutes cardiovascular activity

Any movement that raises your heart and breathing rate — walking, cycling, running, swimming, dancing, active housework or gardening. It needn't be strenuous; it should be enjoyable and energising. Do it in one go or as two 10-minute sessions.

8 Magnesium supplement

A magnesium supplement can ease the muscle cramps and constipation that sometimes follow dietary change, and some people find it helps them sleep when taken at night. Choose a well-absorbed form such as citrate (also good for constipation) or bisglycinate, and take the dose on the container. Do not take it if you have kidney disease unless your doctor agrees.

9 7 hours of sleep opportunity

Most adults benefit from at least 7 hours' sleep. Keep a routine, with bedtime within the same hour each day. Focus on allowing the time for 7 hours, even if you don't always achieve a full seven. Some people benefit from up to 9 hours.

10 Notice

Noticing achievement helps build habits and creates positive feelings — the mind follows whatever it focuses on. Each day, notice and pay active attention to one thing you have achieved.

Metabolic Health 28-Day Rapid Results Plan

Higher-Protein Diet Food Lists

Sheet 1 of 2 · Foods higher in protein and/or fat

KEY ↑ Green = Enjoy (as much as you want) ~ Amber = Moderate (have some if desired) ↓ Red = Minimise (keep to smaller amounts)

Protein Fat

VERY LOW CARBOHYDRATE — CARB

↑ High protein · very low fat	Egg white · Prawns · Lobster · Shellfish · Scallops · Squid Chicken & turkey (light meat) · Venison · Tripe · Non-oily fish Crab (white meat) · Mussels
↑ High protein · low fat	Ham · Lean beef · Lean pork · Chicken & turkey (dark meat) · Rabbit Kidney · Liver · Heart
↑ High protein · medium fat	Gammon · Back bacon (fat trimmed) · Beef steak · Pork · Poultry with skin Pheasant · Whole eggs · Half-fat cheese · Oily fish · Crab (brown meat) Lamb · Duck · Oxtail
~ Medium protein · medium fat	Cheese · Bacon · Fatty cuts of meat · Tongue Nuts (Brazil, hazelnut, almond, walnut, macadamia) · Pâté
↓ No protein · high fat	Cream · Crème fraîche · Sour cream · Butter · Lard · Dripping Olive oil · (Vegetable oils — avoid heating as risk of oxidising)

LOW CARBOHYDRATE — CARB

↑ High protein · low fat	Quorn
↑ Medium protein · medium fat	Tofu · Tempeh
↓ Low protein · medium fat	Avocado · Seeds (pumpkin, melon, sunflower) Nuts (peanut, pistachio, cashew)
↓ No protein · high fat	Coconut · Olives

MEDIUM CARBOHYDRATE — CARB

↑ Medium protein · low fat	Legumes (lentils, chickpeas, green peas) · Beans (aduki, mung, pinto, blackeye, black, haricot, broad/fava, borlotti, butter, cannellini)
↓ Low protein · high fat	80%+ dark chocolate
Protein & fat vary — check foods	Dairy & alternatives: · ↑ Quark · ↑ Fromage frais · ↑ Yoghurt · ~ Cow's milk · ~ Soya milk · ~ Coconut milk · ↓ Oat milk

Metabolic Health 28-Day Rapid Results Plan

Higher-Protein Diet Food Lists

Sheet 2 of 2 · Vegetables & fruit (low in protein and fat), by carbohydrate content

KEY ↑ Green = Enjoy (as much as you want) ~ Amber = Moderate (have some if desired) ↓ Red = Minimise (keep to smaller amounts)

VERY LOW CARBOHYDRATE ↑ — 0–4 g per 100 g

Mushrooms 0.3 · Alfalfa sprouts 0.4 · Watercress 0.8 · Rhubarb stems 0.8 · Rocket 1 · Celery 1
Cucumber 1 · Lettuce 1 · Radish (red) 2 · Endive 1 · Artichoke 1 · Kale 1 · Limes 1 · Fennel bulb 2
Pak choi 2 · Chinese cabbage 2 · Spinach 2 · Radicchio 2 · Spring greens 2 · Asparagus 2 · Courgette 2
Aubergine 2 · Pumpkin 2 · Celeriac 2 · Chives 2 · Lemons 3 · Leeks 3 · Broccoli 3 · Chard 3
Chicory leaf 3 · Radish 3 · Runner beans 3 · Gourd 3 · Tomatoes 3 · Cranberries 3 · Cauliflower 4
Brussels sprouts 4 · Kohl rabi 4 · Mangetout 4 · Green beans 4 · Beansprouts 4 · Bell peppers 4
Shallots 4 · Chillies 4 · Cabbage 4 · Mustard leaves 4 · Loganberries 4

LOW CARBOHYDRATE ↑ — 5–6 g per 100 g

Turnip 5 · Squash (spaghetti) 5 · Pea (sugar snap) 5 · Sweetcorn (baby) 5 · Grapefruit 5 · Raspberries 5
Guava 5 · Mushrooms (dried) 5 · Swede 6 · Bamboo shoots 6 · Blackcurrants 6 · Blackberries 6
Strawberries 6 · Passion fruit 6

LOW–MEDIUM CARBOHYDRATE ~ — 7–14 g per 100 g

Melon 7 · Elderberries 8 · Apricots 8 · Beetroot 8 · Peaches 8 · Carrots 8 · Onions 8 · Orange 8
Butternut squash 8 · Sweetcorn 8 · Mulberries 8 · Blueberries 9 · Kiwifruit 9 · Gooseberries 9 · Damsons 10
Greengages 10 · Nectarine 10 · Papaya 10 · Figs (fresh) 10 · Apples 10 · Pears 10 · Plums 10
Water chestnuts 11 · Pineapple 11 · Mango 11 · Physalis 11 · Pomegranate 12 · Parsnips 12
Prickly pears 12

MEDIUM–HIGH CARBOHYDRATE ↓ — 15–25 g per 100 g

Quince 15 · Lychees 15 · Cherries 15 · Grapes 17 · Sharon fruit 19 · Potatoes 20 · Sweet potato 20
Bananas 20 · Quinoa (cooked) 21 · Jackfruit 22

HIGH CARBOHYDRATE ↓ — over 25 g per 100 g

Wholewheat pasta (cooked) 28 · Pearl barley 28 · Yam 28 · Plantain 28 · Rice (all types, cooked) 30
White pasta (cooked) 32 · Cassava 33 · Bread (all types) 50 · Dried dates 58 · Raisins 63 · Dried fruit 63
Crispbread (rye) 63 · Flour (all types) 70 · Porridge oats 70 · Sultanas 70 · Currants 70
Breakfast cereals (all types) 80–90

Metabolic Health 28-Day Rapid Results Plan

Side Effects & Solutions

Mild and temporary — they usually settle within the first two to three weeks.

Before you start

Sudden dietary change, especially cutting carbohydrate, can cause mild, temporary side effects in the first couple of weeks. Many of these side effects are caused by the kidneys excreting excessive salt and water until the body adapts. So, most of the side effects can be eased by having a little more salt and water, unless you have been told to limit salt or fluid, in which case follow that advice. By week three side effects are usually settling, when many people feel fitter than they have in years. Listen to your body: if something doesn't feel right it is fine to stop, and seek attention from a healthcare professional for any concern.

Fatigue

May develop after two or three days and affects about one in two people. It usually resolves within two weeks — and by week three many people report more energy than they have had in years. It largely reflects the body switching from burning sugar to burning fat, which takes one to two weeks.

SOLUTIONS

- Ease back on strenuous exercise — keep doing your press-ups, squats and cardio, but in a relaxed, enjoyable way.
- Where you can, reduce other demands; most people have more energy by week three.
- You should not feel genuinely unwell. If you do, don't assume it's the diet — seek medical attention.

Headache

A small number of people get a mild headache in the forehead, usually lasting only a few days. The cause isn't fully understood — possibly a sudden drop in sugar, or the loss of salt and water. Encouragingly, many long-term migraine sufferers find their migraines improve.

SOLUTIONS

- Drink enough water.
- Have some salt in your food.

Important — A mild headache is expected; a severe headache is not — seek medical attention if needed.

Light-headedness

Blood pressure often improves markedly in the first week or two, which can cause light-headedness — especially in people taking blood pressure medication.

SOLUTIONS

- Drink enough water and have some salt in your food.
- If you take blood pressure medication, monitor your blood pressure and review your doses with a healthcare professional.

Constipation

Any change in diet can alter bowel habit, usually settling within a week or two. Moving to a higher-protein, lower-carbohydrate diet can cause constipation for the first fortnight, partly from the loss of salt and water.

SOLUTIONS

- Drink enough water and have some salt in your food.
- Take the magnesium supplement — this often helps significantly. Not if you have kidney disease, unless your doctor agrees.
- Some people find more fibrous vegetables helpful.

Important — Altered bowel habit lasting six weeks or more should be checked by a healthcare professional.

Leg and muscle cramps

Cramping, especially in the legs at rest, can occur in the first couple of weeks, linked to shifts in the body's salts — sodium, potassium, magnesium and calcium. New press-ups and squats can also cause normal muscle soreness (DOMS).

SOLUTIONS

- Drink enough water and have some salt in your food.
- Take the magnesium supplement — usually helps within 3–10 days. Not if you have kidney disease, unless your doctor agrees.

Important — Significant leg pain — especially with a change in skin colour or temperature — needs urgent medical attention, as it can have causes unrelated to diet or exercise.

Hunger

Some people feel hungry in the first week, usually because they aren't eating enough. By week two or three the body becomes a 'fat burner', appetite settles, and some people naturally skip meals.

SOLUTIONS

- Eat more of the 'Enjoy' foods on the High-Protein Diet Food Lists.
- Eat enough to satisfy your appetite.

Cravings

Changing what you eat can be hard, and cravings — especially for sugar, bread and other ultra-processed foods — are common. Being prepared makes them easier to handle.

SOLUTIONS

- Eat more of the 'Enjoy' foods, and eat enough to satisfy your appetite.
- Don't judge yourself.
- Shape your home — if sugary foods aren't in the house, they're easier to resist.
- Cravings reduce over time. The plan is only 28 days, and every day is a new day.