What Is the 14-Day Reset & How Do I Get It?

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The 14-Day No-Gimmicks Weight-Loss Reset is Coach Luke's free two-week starter plan: "two weeks of small, honest changes that actually stick. No crash diets, no detox teas, no willpower marathons."

What you get

A free downloadable guide with a finished 2-week plan — not a pile of tips. Signing up also starts a short daily email series that walks alongside the guide.

How the plan works

One simple habit a day. That's the whole structure. Each day adds a single actionable habit that builds on the previous days, paired with one weight-loss myth debunked — the daily-scale-drop myth, the carb myth, the detox myth, and so on.

What do the 14 days actually cover?

The plan is built on the Four Anchors: protein, movement, sleep, and tracking progress by trend rather than by daily scale readings. By day 14 you have all four anchors in place as habits, not as rules you're white-knuckling.

How do I sign up?

Go to the Reset page, click "Send Me the Free Guide," and enter your email. The guide arrives immediately.

Is it really free? What's the catch?

Really free. You'll also receive Coach Luke's emails, and every one has a one-click unsubscribe — no spam, ever. The Reset was built by a NASM-certified coach with 20+ years of experience, not a

marketer.

Who is it for?

Anyone who wants sustainable weight loss without extremes. Not sure you're ready to start? Take the Weight Loss Readiness Quiz first — it gives an honest answer on whether to start now or build your base first.