



FREE PROTOCOL

ICE + IRON

30-DAY SAVAGE STARTER

How to rebuild control, energy, recovery, and visible momentum with cold exposure, heavy kettlebells, sleep, and meat.

Built for men 35+ who feel softer, slower, heavier, and less in control than they know they should.

A man with dark hair and a beard is shown from the chest up, submerged in dark, cold water. He has a serious, determined expression, looking slightly downward. The background is a dark, misty landscape with a hint of a horizon line under a dim sky.

This is not motivation. This is a 30-day system.

WHAT THIS IS DESIGNED TO DO

In 30 days, this protocol is designed to help you rebuild daily control, improve energy and recovery, sharpen focus, reduce body softness and drag, and create visible momentum.

Not with hacks. With rules.

THE FOUR DAILY NON-NEGOTIABLES

1. **Cold** — Ice plunge before training when possible. Beginners do not start with ego. Start with exposure you can repeat.
2. **Iron** — Train 4 days per week. Heavy enough to matter. Clean enough to recover from.
3. **Sleep** — 8+ hours. Non-negotiable. If sleep breaks, performance drops everywhere.
4. **Meat** — Meat until full. Ribeyes, ground beef, organs if tolerated. Stop making food more complicated than it needs to be.

BEFORE YOU START

- Start lighter than your ego wants.
- Start colder for less time than your ego wants.
- Progress only when execution feels controlled.
- Consistency beats intensity you cannot repeat.

This is not for likes. This is for becoming harder to kill.

WHAT YOU NEED

- 1 or 2 kettlebells
- Access to cold water or a plunge setup
- A way to track daily completion

Recommended starting kettlebells: 16kg–20kg if detrained, 20kg–24kg if you have some training history, heavier only if your form and recovery stay clean.

Rule: use a weight that lets you finish the work with tension and control, not slop.

THE 30-DAY RAMP

WEEK 1 — ESTABLISH THE RULES

Goal: prove you can follow the system. Cold: 30–60 seconds, 5 to 6 days. Iron: 4 training days with conservative load. Sleep: lock in a real sleep window. Meat: simplify food immediately. Standard: no missed training days, no heroics, no “I’ll start properly next week.”

WEEK 2 — BUILD TOLERANCE

Goal: make the system feel normal. Cold: 60–90 seconds. Iron: same 4 training days, increase load only if week 1 felt clean. Sleep: same standard. Meat: keep meals boring and repeatable. Standard: less drama, more rhythm.

WEEK 3 — ADD PRESSURE

Goal: increase exposure without losing control. Cold: 90 seconds to 3 minutes. Iron: add weight only if movement quality is still sharp. If not, repeat the same load. Sleep: protect recovery harder. Meat: stay simple. Standard: this should start to feel like identity, not effort.

WEEK 4 — LOCK IT IN

Goal: leave 30 days with a repeatable operating system. Cold: 2 to 5 minutes if earned. Iron: push load only where it is clearly too easy. Sleep remains the anchor. Meat stays simple. Standard: finish stronger than you started.

WEEKLY TRAINING STRUCTURE

LOWER POWER — MONDAY + THURSDAY

Double kettlebell deadlifts. **One kettlebell in each hand.**

- 10 reps per set
- 3 sets total
- Your age is the target load reference, not the rep count
- Heavy
- Clean form
- Rest as needed
- Deadlifts are your age / 3 sets
- Start lighter if needed and build toward the real number cleanly

UPPER POWER CIRCUIT — SUNDAY + WEDNESDAY

- One-arm swings — 10–15 per arm
- One-arm rows — 10–12 per arm
- Kettlebell pullovers — 12–15
- Kettlebell curls — 12–15
- Exactly 3 rounds
- Minimal rest

- No wandering
- Finish the circuit and move on

OFF-DAY RULES

- Still do cold if you can
- Still hit sleep
- Still eat like the system matters
- Walk
- Stay loose
- Do not turn off-day into self-sabotage day

Optional: easy mobility, easy carries, light nasal-breathing walk. Do not turn recovery into softness.

BEGINNER VERSION

- Cold can start at 20–30 seconds
- Lower power day can be kettlebell deadlift only
- Upper day can be 2 rounds instead of 3 for week 1
- Add 20–30 minutes of daily walking if possible
- Main rule: do the version you can repeat, not the version that flatters your ego

DO NOT SCREW THIS UP

- Going too heavy too fast
- Going too cold too fast
- Under-sleeping
- Complicating food
- Restarting every week

THE PROGRESSION RULE

- Add weight only when reps feel clean
- Recovery is stable
- Sleep is intact
- No joints are barking at you
- Increase cold duration only when breathing stays controlled
- You can recover and repeat next day
- Progression is earned, not assumed

IF YOU MISS A DAY

- Resume next scheduled session
- Do not double up to compensate
- Do not turn one miss into a lost week

A miss is a miss. A collapse is a choice.

30-DAY TRACKER

TRACK THIS DAILY	STATUS / NOTE
Cold completed	yes / no
Training completed	yes / no
Sleep 8+ hours	yes / no
Meat until full	yes / no

Notes

Energy / recovery / bodyweight / mood

Target: 80%+ compliance over 30 days. That is enough to create momentum.

WHAT TO EXPECT

Days 1–5 — resistance, excuses, soreness, friction.

Days 6–14 — more rhythm, better tolerance, clearer structure.

Days 15–30 — less internal negotiation, more physical confidence, more control, visible momentum.

AFTER THE 30 DAYS

- Am I more in control?
- Am I sleeping better?
- Am I training with more consistency?
- Do I feel sharper?
- Does my body feel less soft and less chaotic?

If yes: keep going. Do not go back to random living.

THIS IS THE STARTER

ICE + IRON is not the full Savage Chill program.

It is the 30-day starter protocol.

The point is simple: prove you can follow a system again, rebuild control, create physical momentum, and stop negotiating with yourself every day.

The full Savage Chill program goes deeper. It is built around your body, schedule, stress, sleep, food, training, recovery, and execution.

ICE + IRON gives you the starting rules. Savage Chill builds the full operating system.

NEXT STEP

Run the protocol for 7 days.

If you already know you need more structure, book a call.

If your sleep, weight, discipline, energy, or training keep falling apart, the problem is not motivation. It is the system around you.

If you want the full system built around your actual body, schedule, and situation, book here:

<https://calendly.com/cam-savagechillstyle/30min>

Stay cold.

Stay heavy.

Stay in control.