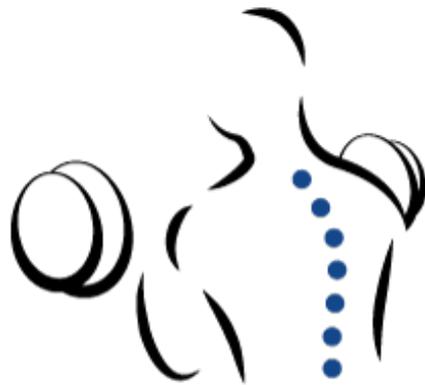


LEAN Welcome Pack



JC Fitness Coaching
Training with Intent

Fat Loss Strength Mobility

LEAN Training

Medical Disclaimer

Please note:

The recommendations in this guide and any other document provided by me are not medical guidelines but are for educational purposes only. You must consult your doctor prior to starting this or any other exercise programme or if you have any medical condition or injury that can possibly worsen with physical activity.

Any exercises and dietary tips in this pack are not intended as a substitute for any exercise routine or treatment or dietary regimen that may have been prescribed to you by your doctor, physical therapist or dietician.

Any exercise poses inherent risks and you are advised to take full responsibility for your own safety and know your limits at all times.

If you experience any light-headedness, dizziness, or shortness of breath while exercising, stop the movement and consult a physician immediately. You are strongly advised to have a complete physical examination if you are sedentary, if you have high cholesterol, high blood pressure, or diabetes, if you are overweight, or if you are over 30 years old.

Please discuss all nutritional changes with your doctor or a registered dietician. If your doctor or registered dietician does not recommend any of the changes or exercises, this will overrule any advice from your personal trainer.

Please inform your personal trainer immediately in these instances.

IMPORTANT NOTES REGARDING TRAINING AT HOME / OUTSIDE / BY YOURSELF:

- 1) Please ensure the activity can be safely performed whether it is at home, outside or by yourself
- 2) Please check that your surroundings are clear and that you keep any distractions, such as pets, away during the session
- 3) Please be aware that my coaching is a means of general guidance and motivation. It is your responsibility to be aware of your own capabilities and do what you are comfortable with. Please seek medical advice if there is any doubt
- 4) Please remember to always keep yourself hydrated during your exercise



LEAN Training

Welcome!

I first want to thank you for choosing me as your coach. I'm excited to embark on this stage of your fitness journey with you and will do everything I can to ensure that you succeed.

Not only do I want you to be proud of your accomplishment as we proceed, but I want you to enjoy the process.

Before we begin, I'd like you to please read through this short information package. In it is all of the information about your program and what you're about to get in the coming months. I've laid out what I'll be sending you in addition to guidelines for support.

Included in this package is also information on how the workouts are going to be presented to you along with additional information

Thank you again for choosing me to help you on your health and fitness journey. I'm here for you every step of the way.

Your Coach,

Jon



www.JonCoulson.co.uk

LEAN Training

Referral Reward Scheme

Before you get into the main part of the guide, I wanted to let you know about the Referral Scheme I offer.

I look forward to working with you and know you will achieve excellent results. I also believe in helping people who are willing to help me.

One of the best ways I grow my business is by word of mouth referrals and for you recommending people to me, I would like to offer you the following as a thank you:

- 1) If you recommend someone to me who signs up for a **program design**, I will give you **£10 per person**. (Once they have received their program design)
- 2) If you recommend someone to me who signs up for an **In-Person personal training package**, I will give you **£100 per person**. (Once they are in their second month with me)
- 3) If you recommend someone to me who signs up for my **10-Week Online Training Program - Long Term Lean** - I will give you **£200 per person** (Once they are in their second month with me)

Just remember to tell them to let me know they were referred by you!



LEAN Training

How The Program Works

In order to give you the direction, accountability and support you need, there are a couple of different facets to this program. I'll describe them here:

Communication:

- Email correspondence will primarily be from my email account: Jon@JonCoulson.co.uk
- It is recommended that you add this address to your email "safe list"
- Feel free to send me an email anytime and I will respond within 24 hours of receipt during business hours or in the next available training session

You are welcome to ask me as many questions as you like in that email, however:

- Every question should be in bullet point form
- Every point can be no more than three to five sentences
- The only exception to this rule is if you need to contact me in an emergency regarding anything. In that case you are welcome to email as soon as possible. If so, please mark the subject as "Urgent" or "Important".

I know this may seem strict (to be honest, I'm pretty lax about the rules) but it's to stop a wall of text being sent with loads of points - I want to be able to help you as best I can so shorter questions / bullet points makes it easier to understand and respond to you with answers and advice.

You are also welcome to send me a text / Whatsapp, especially if you need to let me know of any session rescheduling issues or emergencies. My number is 07790 212169.



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LEAN Training

How The Program Works

How the Workouts are Delivered:

Workouts are created in excel and I retain the main version for my own records and fill out details such as reps, sets, rest, and weights used as we go along in your sessions

If you require a copy of this, you're welcome to ask and I can email you a copy in excel or pdf

If you are also being provided with home workout(s), you can choose to have this in a physical format or emailed. Along with the excel template, you may be provided with an exercise guide detailing the exercises and how to perform them (if required)

If you have any issues with how to complete the exercises in the home workout, you are more than welcome to ask me for guidance and I can take you through them in your scheduled workouts

Nutritional Coaching:

Throughout Personal Training with me, I am here to help you with your eating. This is a highly individual process to the person in front of me so there is no right or wrong answer here.

When we begin this process, honesty is always going to be the best policy because it's harder for me to help you if you're only telling me what you think I want to hear.

To begin the process, start to record everything you eat and drink on typical week days and weekends.



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LEAN Training

How The Program Works

Then start to think if you're happy with this or what you would like your eating and drinking to look like.

Then think about what obstacles or challenges you face when trying to change.

When we start to chat about your eating, talk to me about these things as we can take it from there!

There are more details in the Quick Start guide, found on the Welcome Page (Same page this was on)

I would encourage you to read through this guide and if you find it overwhelming, chat with me and I'll be happy to help you work through the changes.



LEAN Training

Check In Process

The check in process can often be misunderstood as people usually think of it as another tick-the-box exercise. Correctly used, this process can be much more beneficial to you. Here are the ways it can help you:

- It can be used to help you see if your habits / behaviours / actions are currently helping you towards your goal or where you may need more help
- It can be used to help you reflect on things that went well so you can do more of them
- It can also be used to help you reflect on what hasn't gone so well, why, and what you might try differently
- It helps you to plan ahead and think about what obstacles and issues might occur. We can then put steps in place to help you overcome them
- It gives you a format to measure progress in a way that is meaningful to you

The exact check in process is going to look different from client to client. This is because I customise the process to the client I am working with. As discussed in the consult, it will depend on factors such as:

- Your goals and what you like to specifically focus on in your check ins
- Preferred days & time-frames for checking in
- What method works best for you i.e. Text, Whatsapp, Email, App
- How you'd like to check in to look like and questions used
- How you'd like to receive your feedback.

One important thing to remember is that your initial preferences may change over time. If that happens, please let me know so we can adjust the check in to better suit you.



LEAN Training

Training

What to bring to the workout:

- Bottle of water
- Towel
- Suitable workout clothes
- Any equipment to be used (if supplying this yourself)

What to expect – DOMS

It is not unusual to experience Delayed Onset Muscle Soreness (DOMS). This is perfectly normal and should last 1 – 2 days.

You don't need to experience DOMS after every workout and it's important to understand you can have great workouts and not feel very sore from them afterwards.

Here is a quick guide on the good vs bad pain so you can tell the difference:

Pain (bad)

- Pinpointed
- Sharp
- Persists longer than 72hrs
- Occurs in a joint (not always pain as soreness can feel like it's coming from a joint as well)

Soreness (ok)

- Tender to touch
- Not pinpointed
- Lasts less than 72hrs
- Occurs as a result of unaccustomed exercise so proper linear progressions programs should see a decrease in soreness over time



LEAN Training

Tips For Success

Maintain contact with me:

- Your program is customised according to your needs / lifestyle, schedule etc. Maintaining contact and providing feedback is important to determine how your program will be designed. For example: which exercises were challenging, too easy, hurt etc
- Keep me posted of any travel plans etc so I can make adjustments accordingly and help you stay on track
- I am here to help you and to ensure your success to the best of my abilities. In order to do so, I need you to be open and honest with me, even if you go off course or you're not happy with your eating. I'm not here to judge, only to help you.
- If you're still sore / fatigued / exhausted 48 hours after your workouts, notify me too so your workouts can be adjusted.

You must hold yourself accountable:

- I'm here to hold you accountable and to help you reach your goals but ultimately YOU are responsible for completing any workouts you do on your own, challenging yourself to work on the healthy habits and behaviours and work with me to help with nutritional ideas
- Set measurable goals and write them down before starting your program. We will have discussed these so it is important you write them down and keep them somewhere to remind you

