

The purpose of the Fitness Success Plan is to educate your client on how training with you will be a holistic approach to cover their training needs 24/7 (versus just when they are physically in front of you for their sessions). If done correctly, this will plant the seeds from the beginning of the session on “why” supplementation is important, so by the end of the session (or the next) when you present their supplementation recommendation, it is not the first time they are hearing about this, to make this process as seamless as possible.

Step 1, Meeting your client for the first time:

“Hello Chad, great to meet you! We are going to have a great time today. What I would like to do is gather some information on what your fitness goals are, find out a bit about your exercise/health history and then we can go out on to the workout floor to get you moving, nothing too extreme, I promise, and then we can come back to summarize your program needs. Sound good to you?”

Step 2, After finding out their fitness goal:

“Alright Chad, I understand that you want to lose 20 pounds, “shape up a little everywhere” and have more energy to play softball. What I would like to do now is show you how here at Neal’s Fitness, we have a full 360 degree program to help you 24 hours a day, 7 days a week, versus just when I get to see you in the club. I want to show you this plan that includes 4 key pieces. Later in our session, we are going to create your program and fill in these blanks, but right now, I want to explain how they work to help us lose that 20 pounds.”

Fitness Success Plan

Weight Loss Muscle Gain
 Improve Performance Health/Playspan

Coach/Trainer's Name: _____
 Date: _____ Starting Weight: _____ Goal Weight: _____

1 NUTRITION
 Fuel your body with foods that give you energy

Daily Calorie Intake: _____ Recommended grams of Protein/Day (15 grams per pound of LBM): _____

2 EXERCISE & MOVEMENT
 Consistent movement = effective program and faster body changes

Daily Calorie Burn: _____ Coach/Trainer's Recommended Steps per Day Goal: _____

3 DIETARY SUPPORT
 Fill your nutrient gaps with a personalized plan to speed up your results

Weight Loss Bundle Muscle Gain Bundle
 Performance Bundle Health/Playspan Bundle

4 COACHING & ACCOUNTABILITY
 Our coaches will take care of all the guess work and provide the best advice possible to you

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Personal Training: Group Training: Self Training:

Step 3, Nutrition:

“Chad, the first thing we are going to look at is the nutrition piece. When we say “nutrition,” I don’t want you to think that now you can only eat skinless grilled chicken, broccoli and just drink water. What we need to do though, is adjust your portion sizes so that we can create the environment for your body to start using your stored body fat for energy. We simply need to have you burning more than what you take in. This creates what is called a calorie deficit. Later, after we create your program, we will have a target number of calories for you to take in that will be our daily target. We are going to do everything we can to make it foods and drink that you know you can stick to and not turn your life upside down. The other blank we have to fill out here is the amount of protein that you need per day. This is important for 2 reasons: 1) protein is the building blocks for your lean muscle. Your lean tissue burns many more calories during movement than fat, so we want to keep and even build more of that fat burning machinery. 2, our enemy against your weight loss is hunger. If you are like me, when I get hungry, all bets are off and I will eat anything in front of me. If I am not hungry, then it is way easier sticking to my program. Protein is one of the most satisfying foods we can eat, so more protein, will help control hunger!”

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Fitness Success Plan Outline Continued

Step 3, Exercise:

*“The next thing is our Exercise component. We created that calorie deficit through our nutrition, now we are going to make it even bigger by figuring out how many calories you should burn each day. Not only is this going to help us with losing the weight you want to lose, but we will also focus on those areas that you wanted to shape up and getting you in the condition you want to be in for softball. Do you wear an activity tracker like fitbit? *If “Yes:” Great! We can also use your steps per day as a way to target your overall work and calorie expenditure. We will make a reasonable goal. *If “No:” No problem, now a days you can pick one up pretty cheap. If you don’t want to get one, that is okay too, do you have a smart-phone? Most have a GPS that you can track your daily steps on. It may not be perfect, but it can give us a guide!”*

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Weight Loss Muscle Gain
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1 NUTRITION
 Feed your body with healthy fats, proteins, and carbs.

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2 EXERCISE & MOVEMENT
 Customize your workouts to fit your program and needs.

Daily Calorie Burn: _____ Coach/Trainer's Recommended Steps per Day Goal: _____

3 DIETARY SUPPORT
 Fill your cabinet with a personalized plan to support your goals.

Weight Loss Bundle Muscle Gain Bundle
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4 COACHING & ACCOUNTABILITY
 Stay motivated and accountable to your program and goals.

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Personal Training: Group Training: Self Training:

Step 4, Dietary Support:

“Our third piece is dietary support or supplementation. Remember, we are bringing your calorie intake down to open that deficit to use fat for energy. Well, we get many of our most important nutrients through food. Just remember the 2 “Q’s;” first, the QUALITY of food that we eat today is far less nutritious than in the past, which makes the QUANTITY of food that we must eat to get those nutrients, too much, causing most people to gain weight. We also have you working out, which increases your body’s need for nutrients to recover. You may have seen in the past, people that go on a diet and seem to lose much more of their lean muscle than fat and become “skinny fat.” Our solution to make sure this does not happen is to provide you the nutrients from food without all the calories, so we can hold on and even build your lean tissue and lose the fat! We have a weight loss bundle that will be perfect for you that I will show you a bit later!”

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***If your client asks: “is there an extra cost for these?” The suggested response is: “they are not included, but we have something for every budget, we will figure that out for you later!” Then move to the next component without waiting for their reply. You have now planted the seed for WHY these are important and have the rest of the session to drop hints about you and your other client’s favorite products while continuing to build rapport.*

Step 5, Coaching:

“Our last piece is setting the right schedule for you based upon work and home! We will figure out which days would be best to work with me, which days may be best for a class and last, if we need you to come in on your own with a plan from me to do a little “homework.” Again, our online program that we create will provide these answers. All right, if you are ready, let’s head out to the workout floor for a little fun...”

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