Fat Loss Fundamentals

Student Textbook
Dear personal trainer,

At Clean Health Fitness Institute, one of the very first things we try to impart on all of our students is the importance of becoming a coach, instead of simply being a run of the mill, stereotypical personal trainer.

To do that, it requires that you collect more tools in your ‘toolbox’ to help make a life-changing impact and transformation with your clients no matter their background or goal.

Back when I was a personal trainer working in the trenches (Fitness First commercial gyms), providing the complete service of a lifestyle, nutrition and training plan was a paramount point of difference to my ability to get life changing results with all clients I worked with.

As personal trainers at Clean Health Fitness Institute, our core company values have always revolved around our three key pillars of life changing personal training which are:

![Image of pillars: Training, Nutrition, Lifestyle]

The Fat Loss Fundamentals course gives you all the tools you need to start mastering the art of fat loss with your clients. You’ll learn a step by step process you can use from the initial consultation with your client, all the way through to designing their nutrition and training plans.
In this 2020 post pandemic COVID-19 environment (Still current in many countries), separating yourself from the pack in any industry is crucial to standing out and building a successful business, especially within the fitness industry even more so today than ever before.

So, we decided to step up and provide you with a course that, if you use the knowledge learned here, will start to impact your clients results and that of your fitness career the very next day!

This course was created off the back end of requests from countless personal trainers around the world who wanted to learn the art of getting industry leading results in fat loss, which we were consistently achieving at our high-end boutique 1 on 1 personal training performance gyms.

In those gyms between 2008 and 2017, we completed over 200,000 personal training sessions and had to develop real world, repeatable systems, based on the science of nutrition and training.

So, we have learned a thing or two when it comes to the ‘Body Composition Transformations’ and getting world leading fat loss results with everyday joe’s all the way through to elite, Olympic athletes.

Since then, we’ve taught over 20,000 fitness professionals around the world firstly in person and now 100% online with our unique, industry leading fitness education programs.

Our programs are made by trainers FOR trainers!

So, what are you waiting for? The choice is simple and the solution to upping your game as a PT is right in front of you.

See you on the other side!

Daine McDonald / Founder

Clean Health Fitness Institute
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3. COPYRIGHT & DISCLAIMER

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Lesson 1.1: About Clean Health Fitness Institute

Since 2008, Clean Health Fitness Institute has been regarded as Australia’s top fitness industry educator and personal training organization.

We’ve certified over 20,000 personal trainers and fitness professionals in over 35 countries both at our live events and more recently since 2019 through our industry leading online e-learning platform and have developed a reputation as pioneers in the health and fitness industry worldwide.

Clean Health Fitness Institute was founded by personal trainer, industry legend, and company Managing Director Daine McDonald as a personal training organization focused on getting results based on the science of lifestyle, nutrition, and training.

In 2012, we opened our first high-end training studio. Over the 5-year period that followed, Daine and his team of industry-leading coaches facilitated over 100,000 training sessions and developed a global reputation for results and excellence and during the life of our personal training business, facilitated over 200,000 appointments overall.
Over the years, we have been featured in numerous media publications and TV shows including the Sydney Morning Herald, GQ Magazine, Men’s Muscle & Health, Men’s Fitness, Australian Women’s Health & Fitness, Oxygen Magazine, and The Australian Biggest Loser Club.

We have also appeared in other publications such as Channel 9 with Kerri Anne, Fitness First Magazine, Nine MSN’s Health and Well-Being, and we’ve lectured at some of the most significant health and fitness conferences in the world including FILEX, MEFIT Summit, and the Australian Fitness Expo.

Today, Clean Health Fitness Institute is one of the world’s leading educators of fitness professionals and is a 100% online digital education business.

We stay true to our legacy of our course content being created by the trainers for the trainers and take great pride in teaching the latest scientifically based industry education that combines real world in the trenches experience to build leading personal trainers from around the world!

Lesson 1.2: The Clean Health Fitness Institute Approach

Over many years of research and thousands of happy clients, we at Clean Health Fitness Institute have learned a lot about what it takes to get results while optimizing health and helping clients sustainably reach their goals.

Our approach is simple but powerful, and we’ve applied it across clients from all walks of life, from gen pop to competitors, women and men alike, all with results that are the envy of any fitness organization in the world.

The Clean Health approach integrates three fundamental principles:

When your average client or personal trainer thinks about fitness, their primary focus is on training. Consider the gym. How often have you seen the same people training at 110% effort, day and night, but still not making any significant progress toward their goals?

How many times have your friends or clients told you they’ve done “everything they could” in the gym to get the body they wanted, but have repeatedly failed? This isn’t surprising. The memes that dominate fitness social media feeds are obsessed with the gym.
The issue is that training isn’t the problem. The vast majority of clients that struggle with weight loss already do or previously have trained enough to support their goals. The issue is that they fail to address the more critical factors of nutrition and lifestyle.

What most clients don’t realize is that if they don’t get their diet and their lifestyle in order, no amount of training will get them the result they’re after. Here at Clean Health Fitness Institute, we’ve developed an approach to address both, in a healthy and sustainable balance with training.

This is the Clean Health Approach.

**Lesson 1.3: What You Will Learn in This Course**

In the Fat Loss Fundamentals online course, you’ll learn a proven system that gets results for both your clients and your business. We give you all of the tools and knowledge you need to get the most epic results ever for your clients.

Specifically, you’ll learn how to manage what we call the Four Pillars of Transformation:

- **Nutrition:** You’ll learn how to dial in your clients’ nutrition. We’ll teach you how to set nutrition goals for maximum results, both for achieving weight loss and enhancing health and well-being.
- **Stress:** We show you how stress details your clients and how to get it under control to maximize their results.
- **Sleep:** You’ll learn the importance of sleep, and we’ll teach you our proven system for enhancing sleep giving your clients one of the best bang-for-the-buck ways of improving their health and well-being.
- **Training:** Finally, we’ll give you specific, targeted training plans you can implement straight away with your clients. These are the same plans that we use with our clients at Clean Health Fitness Institute and have been proven to be safe and effective for gen pop clients.
The outcome of this course is to give you the exact knowledge you need to implement these methods in your business in the shortest time possible.

We’ll provide you not only the “what” and the “how” of our system, but also the “why”, as this course contains over 35 citations backing up the science taught throughout.

We want to see you implement the Fat Loss Fundamentals course not only effectively, but confidently.

Confidence in the system and in yourself, as we’ll soon discuss, is one of the keys that will differentiate you as a personal trainer and help you grow your business and brand.

We’re also here to support you along the way. If you have any questions, we’ll be there with you every step of the way.

So be sure to contact our student support team at

support@cleanhealth.edu.au

anytime to get the counsel you need!
Lesson 2.1: What You Will Learn in this Module

The Fat Loss Fundamentals is not just a course we teach, it’s a complete system to transform your clients and your personal training business.

You will no doubt learn many things as you work through the modules of this course, but what we really want to see you do is embrace the system we’ve laid out for you by not only learning WHAT to do but WHY to do it.

The WHY is important to us because when you want to achieve a rapid transformation with a client, you have to be strategic and adaptive. This course gives you the strategy and teaches you how to implement it so you can adapt to your client’s changing situation.

In this first module, we’ll cover the things that go into a transformation BEFORE you start training a client. You’ll learn what it takes to be a coach with this system as well as what you can expect out of any given client’s transformation. We give you the strategies to sell your value and maximize your revenue.

We’ll share with you what we’ve learned about the most essential part of any transformation: compliance.

By the end of this module, you will understand what the Fat Loss Fundamentals course will let you achieve with your clients and in your business, and you’ll be ready to have that first conversation with a potential client that leads to a sale, but most importantly, leads to changing that client’s life.

Let’s dig in.

Lesson 2.2: What is a Transformation

Results sell. Period.

These are the words that will have the most significant impact on your personal training business, more so than any others. When we talk about a system for “Fat Loss”, what we’re really after is getting a before and after photo, one that shows a genuinely epic transformation.
Transformation photos sell because clients want results, and nothing shows the results a client can expect better than a before and after picture.

But that’s not that’s all that goes into a transformation. To be truly epic, a transformation has to be fast. When a client comes to us looking for results, they’re not interested in taking years to see a return on their time and effort with you. They want their results now. The Fat Loss Fundamentals course is the system to help you deliver these results and in record time.

Getting results means happy clients, but it’s also the key to growing your personal training business and brand.

Before and after photos will turn your social media channels into lead machines. Nothing piques a potential client’s interest more than seeing someone who looks just like them get an epic result under your watchful eye. They’re also the key to driving your key social media metrics: followers and engagement.

These photos will also help you get better results with your clients. As we discuss later, so much of what it takes to get an epic transformation is the buy-in of your client. As a coach, you must earn the respect of your trainee if she is to implement your system. Showing her the fantastic results you’ve gotten for others just like her can do wonders for her motivation and compliance.

This course is all about giving you a system to achieve these epic results so you can grow your business.

**Lesson 2.3: The Business of Transformations**

We’ve already talked about how getting your clients an epic transformation can grow your business as a personal trainer, but that’s not all it takes to be really successful in this business. Getting results is one thing but selling those results to future clients is an entirely different skill.

It all starts with your “why”. Why are you in the fitness industry? Ask your average coach and they will invariably give you a safe and uncontentious answer:

- They are passionate about helping people get healthy.
- They were inspired by their experiences with a coach and decided to be one themselves.
- They love fitness and want to do something that aligned with their interests.

All of these are good reasons to be in this industry, but the bottom line is that we’re all in this to have a career that is as financially rewarding as it is personally and spiritually.
Even if we love what we do as coaches so much that we’d do it for free, the reality is that we have bills to pay, mouths to feed, and roofs to keep over our families’ heads, and doing all of this takes money. This is why it’s so important to understand not only the science behind getting an epic transformation but the business behind getting that epic transformation.

To change anyone’s life, to make anyone healthier, to do the thing that you love, you have to sell yourself and you have to run an effective business.

What does it mean to run an effective transformation business?

Well, obviously you have to get results. That’s what this course is all about. This is the best system to get the most epic transformation results for your clients on the planet. But what do you do with those results?

First, you have to transition from a time mindset to a value mindset.

So many coaches sell themselves based on their effort with a client. Effectively, they’re selling their time. The problem is that your average gen pop client has already paid for lots of other people’s time in the pursuit of their goals. They’re tired of failing, and frankly, they’re not interested in paying you for your time. After all, every time they’ve done that before, they didn’t get the RESULT they wanted.

So, when you look at packaging your services, look at actually selling an end outcome, not just time. An example would be as follows:

**Option 1: Standard PT Approach – Trading time**

- Charges by the hour, for example $100 per session
- No locked in, minimum time frame commitment
- Is an ad hoc approach to coaching, doesn’t push the client towards a result. Client can cancel coaching at any time, so puts you at a greater financial risk along with reputation, as the program is not geared towards an outcome

**Option 2: New PT Approach – Trading value (i.e.; results)**

- Charges for the outcome goal, E.g.; $2000 to get the body of your dreams
- Locked in period to achieve that. E.g.; $2000 for a 12 week program where you train the client 2 x per week and provide them with nutrition and training plans outside of the session.
- Very specific approach, helps guarantee both income for you but also a result for the client. Meaning you protect your financial security but also your reputation, as your client is more likely to get a result with a fixed commitment.
When you implement the methods taught in this course into your business, you will start producing those epic transformations that the next client is after and is willing to pay for.

*Try an experiment: Ask a few friends what they’d be willing to pay to be able to snap their fingers and land in the body of their dreams.*

If they’re your average person, someone who has tried over and over, but failed, you might be surprised at just how much they’d be willing to pay. When you learn how to get results for clients, you must start selling those results to your future clients, not your time.

You’re probably thinking, “of course anyone would spend heaps of money to snap their fingers and land in their dream body, but that’s not possible!” Well, you’re right, you can’t do that.

*This leads to the second fundamental principle behind running a successful transformation business.*

*You have to get results, FAST.*

Why fast? That’s the world we live in. Your future clients are bombarded all day long with TV, print and social media showing this or that celebrity who just got shredded for a film. These prospective clients lead busy lives full of stress, conflict and obstacles. They don’t have years to get where they wanted to be yesterday.
These expectations may be unreasonable, but the reality is that this is how your average general population client thinks, so you have to learn to cater to it. We’ll discuss later on how to manage some of these expectations, but the key takeaway here is that you have to get really good at getting results FAST if you expect to convince any significant number of new clients to train with you.

The Fat Loss Fundamentals system gets such quick and reliable results that your peers will think you’re photoshopping your clients as you start posting your results on Instagram. That’s the kind of FAST that builds a coach’s business.

Now, the same social media that torments our client’s day in and day out can also cause us as coaches a bit of grief. How so? If you don’t know how to care for clients once they’ve achieved those epic results, a couple of things will happen.

First, they’ll rebound, put back on the weight you just helped them take off, and may even end up worse off than where they started. This is the approach of the majority of transformation coaches. They blindly put their clients on an unrealistic and unsustainable calorie deficit, put them on a treadmill, and job done. This is terrible for any client, and really for anyone looking to make a healthy and sustainable transition into a new leaner body.

But it’s also bad for us as coaches because if we treat our clients poorly after their 12 weeks with us, they will return it to us 10-fold through word of mouth and social media. Every client is an opportunity to either grow or tank our business, and it’s only through carefully planning our transformation exit strategy that we can turn these clients into fertilizer for our business.

What you learn in this course is a complete system, not just a training program. The strategies that you’ll implement with your clients using this system will fundamentally change your clients’ relationship with their bodies and with their health.

This is why this is the best system to help you grow your business. It gets your clients the results that will be the envy of any coach in the world, it will create those results so fast that your clients will think you have magic and those results will be sustainable which will give your clients the encouragement to keep coming to you for more coaching. This is the kind of virtuous cycle that builds your business beyond what you ever thought possible.
In the notes section draft out how you might create a new personal training offering that differs from now, that is based on the value model of service offering, rather than time!
Lesson 2.4: Mastering Compliance

Compliance is Everything.

Let’s repeat that.

Compliance is Everything.

No amount of knowledge, training, or coaching will work if the client doesn’t comply. To successfully implement methods taught in this course in your business, you have to become a master of compliance. But don’t worry! Armed with this system, you’ll be a “client whisperer”, and your clients will be stopping people in the streets to tell them about what a fantastic coach you are.

We’ve already reviewed the basics of getting your clients to comply. When you’re a confident coach with a clear plan to get your client to their goal, that will go a long way toward earning their compliance.

This is all you need to convert your prospect into a client and get them started on their epic 12-week journey. But what about the weeks you spend with them in the gym? How do you get your client to continue to do what you tell them so that they keep getting results? Now we’re talking about mastering compliance.

Getting your client to do what you tell them really only takes one thing:

Show results.

You may think that the results may be self-evident. The client will no doubt see themselves in the mirror. They will hear from friends. The fit of their clothes will change, and they will feel healthier and more energetic. Yes, those things are all true and they’ll help, but you can’t count on them.

Remember, your client has probably been down this road before. Fear and doubt can creep in even in the face of obvious results. Just as you have to be systematic about getting results, you have to be systematic about showing results. This means you have to track.
Tracking is crucial because if you don’t track, you have nothing to show for your or your client’s hard work. Furthermore, if you’re not tracking, you will have no data to assess whether your client is on track to hit their 12-week goal. Remember, we’re working to get our client’s a fast result. We don’t have time to correct a misstep if we want to get a truly epic transformation. Tracking is your most powerful tool to keep clients on track.

How should you track?

Just as there is no one-size-fits-all approach to caloric deficits, you must also customize your approach to tracking. There are two key considerations when deciding what and when to track:

- **First**, you have to consider how lean your client is. Different tracking tools better at showing results for different kinds of bodies. One tool may be great at showing the difference between lean and leaner while being very poor at showing the difference between fat and less fat.

- **Second**, you have to consider how close to the end of the transformation you are. Generally speaking, the closer to the end of our 12 weeks we get, the more frequently we want to employ our tracking tools to ensure there is no last-minute deviation. This is where solid progress can become a dangerous hindrance.

If a client feels good 10 weeks into a transformation, the right kind of tracking can make the difference between them following through with the plan to make their transformation epic or cutting themselves a little slack and regressing to bad habits that got them in trouble in the first place.

With that understanding, let’s now walk through the various tools in our tracking toolbelt.

**We have four primary tools at our disposal when it comes to tracking clients:**

1. **Scales**

The easiest and often most readily available tool is the scale. Given our typical gen pop client is going to be interested in weight loss, we’re almost certainly going to rely heavily on the scale to track progress. We do, however, need to be mindful when employing this tool. Not every client or situation is going to benefit from regular weigh-ins. For example, a relatively lean client may get too fixated on scale weight as a marker for success or failure.

It’s perfectly normal to see these relatively lean clients improve on every other dimension but to get derailed by a lack of significant movement on the scale. Being relatively lean to start with, having a considerable impact on scale weight is going to require not only a reduction in fat mass but also a reduction in lean mass, and this isn’t a desirable outcome. That said, with the majority of our clients being legitimately concerned with their scale weight, we should make a habit of tracking this measure.
2. Photos

Photos are another excellent tool for tracking a client’s progress. Where we’re focused on getting epic transformations, it should be evident by now that we’re always getting at least two photos: a before and an after.

The before and after photo is not only a great way to show our clients just how far they’ve come on their 12-week journey, it’s also something that we as coaches need to add to our portfolio of success stories to help drive our credibility and build our business.

We recommend that progress photos should be taken every 3-4 weeks and is important that these are taken at the same time of day, in similar clothing (e.g., tight workout clothing, or underwear), and against a clear, white (or neutral) background, and ideally underneath a light. If possible, have a helper take these photos for you.

When taking progress photos, please take them from three different positions:

- **From the front**, arms in relaxed position
- **From behind**, arms in relaxed position
- **From the side**, with arms in relaxed position

These photos once taken can be uploaded directly to your client Dropbox folder or emailed to your coach.

In closing, please ensure you follow the two steps above as without them it is hard to guarantee that we can assure maximal results throughout your program with us.

Instructions:

1. From the front, arms in relaxed position
2. From the side, with arms in relaxed position
3. From behind, arms in relaxed position

Do Not:

1. Place your hands above your head
2. Turn your palms facing outward
3. Raise your arms in front in-line with eyesight

We now find ourselves in some of the more uncommon but still quite useful methods of tracking.
3. Girth Measurements

Girth measurements are a great way to track progress for fat loss clients because they’re accurate and easy to perform on yourself. Girth measurements also more readily show the positive impact of weight loss than photos. There’s a simple mathematical reason why this is the case.

Think about a circle and the relationship between its circumference and its diameter. As the circle gets smaller, its circumference reduces at a faster rate than its width.

In this simple example, the circumference is the girth of, say, the belly and the diameter are how big that belly’s going to look when you take a picture of it. The width is going to reduce a lot slower than the circumference. This is why measuring girth is an excellent tool for tracking fat loss.

4. Skinfold Calipers

The last method we’re interested in is pinching for body fat percentages. As a coach, this is a tool you want in your toolbelt, but it does have some challenges. First, it takes a degree training and practice before you get any good at it.

We recommend only using professional, medical grade Harpenden skinfold calipers if doing this method.

Using a set of calipers on a client and getting results that are all over the shop aren’t going to help track their progress, never mind help motivate them, if you aren’t a skilled pincher and can’t get consistent results.

Second, pinching a client can’t be done remotely. If your business is online, you will have to call your client in to get a measurement point using this tool.

Finally, pinching a client can be a confronting experience, especially for the client. Not every client is going to be interested in having you pinch them in twelve different places with a set of cold steel calipers!

All of that said, there are some distinct advantages to using calipers.
As a client gets leaner, scale weight and girth measurements become less effective. Plus, due to the changes in how metabolism works as body fat decreases, having a clear sense of lean body mass becomes increasingly essential when determining appropriate nutrition.

Finally, and perhaps counterintuitively, pinching a client can be an excellent way to enforce accountability and drive compliance. A pinch test, performed correctly, is unforgivingly accurate at identifying whether a client has been complying with the program or not. Knowing that failure to comply will undoubtedly show up in the next body fat assessment, for some clients, is that little bit of extra motivation needed to stick to the program.

While each of these four tracking methods is entirely different, they share one thing in common: you have to be absolutely consistent for them to work. That means for weigh-ins, the client must be in the same state each time you weight them. Make sure you get them at the same time of day each time.

They should be at roughly the same level of hydration, remembering that one litre of water weighs 1 kilo. For pictures, the clothes, background and lighting should all be kept consistent. Girth measurements should be taken at the same location on each limb. For pinches, you should be adequately trained and practiced ensuring consistency.

So how often should we use these tracking tools? As we’ve already mentioned, we want to use the right tool at the right time to support our objectives. What we track is just as important as when we track it.

Generally speaking, we want to use scales and girth measurements for higher body fat people, and for leaner people, we want to use pinches and pictures as our primary tools. The frequency should be dictated by what shows us the progress we’re after in the most explicit way possible. We want to separate the real signal of transformation from the noise of unnecessary or excessive tracking.

As we work a client through their 12-week transformation, we want to ensure we get a photo at the beginning and end. Every client that gets an epic result will show in the pictures. For leaner people, we want to use pictures more often, say fortnightly, while for those with higher body fat, we want to lower the frequency of pictures.

“Why,” you ask?

At Clean Health Fitness Institute, experience tells us that photos are more noise than signal when it comes to showing shorter term results for people with high body fat. For example, someone who weighs 120 kilos may be able to lose 5 kg in their first 2 weeks. This is great progress. The client is losing fat and feeling healthier and more energetic. But what happens if we take a photo
The visual difference between 120 kg and 115 kg is not as “clear as the scale difference between 120 kg and 115 kg. Now all of a sudden, the photo is confusing noise rather than a clear signal of progress and we’re at risk for derailing our client because they don’t feel like weight loss is making a significant difference.

This is why we prefer girth measurements. As weight goes down, girth will go down as well, and it will go down faster than the eye can see in a photo which, roughly speaking, is only looking at their diameter.

All of that said, pictures can be a useful tool in tracking progress. We recommend photos roughly every 3-4 weeks when working with aggressive fat loss clients. This gives enough time to see a significant enough difference and avoids adding confusing noise to the conversation.

For the heavier client who is focused on shedding body fat, we should be looking at the scale weekly. If the client is complying, they will see dramatic shifts in weight each and every week, and this progress will snowball in the form of motivation. Once the client understands how compliance is linked to results, more compliance will follow.

Girth measurements for these clients should be performed regularly as well, roughly fortnightly. They give another clear indication of fat loss and produce another opportunity to celebrate progress with your client.

Pinching larger clients, as we mentioned, can be a delicate subject. For some clients, it can be a great way to drive compliance through accountability. For others, it can be humiliating and ineffective. If you do decide to use pinching, though, be sure you’re adequately trained to know when and how to use it.

For leaner clients, we tend to do the reverse. We may never track girth measurements to get a successful transformation. Pictures and pinches can be done fortnightly with the scale used as a tool to supplement pinching so that we can determine lean body mass and correctly set nutrition.

As we get closer to the end of the 12 weeks, we roughly double our frequency of tracking. We need to be sure that our clients stay on point with diet, lifestyle and training, and knowing that you’re keeping an eye on their progress will, for many clients, be key to ensuring their compliance.

As you become more skilled at methods taught in this course, you will learn which tracking methods work for your clients and business. The important part is to remain consistent. Consistently tracking and showing clear results is the key to mastering your clients’ compliance.
Lesson 2.5: The Initial Consult

If you don’t have an initial consultation with your client before you start working with them, you are missing the single biggest opportunity to ensure their success in achieving an epic transformation.

Why? Because the initial consult serves three critical roles in establishing your relationship as a coach and client:

- You learn about the client’s problems and desires.
- You gain an understanding of what they’ve tried, what they’re willing to try, what they want to achieve, and how hard they’ll work to achieve it.
- You establish the credibility as a coach that will drive your client’s compliance.

While these things are pretty practical outcomes, they coalesce into something more psychologically significant.

Now, provided you’ve also had your client fill in a comprehensive, pre-screening form in advance of the initial consultation, the rest of the process will be easy!

We teach this in-depth in our Performance PT Coach Certification, where in the level 1 we go into the phycology and the physiology of behavioural change to ensure you get the most out of your clients.

When you successfully connect with a client’s problem and establish your credibility to solve that problem, your client will walk out of that initial consultation feeling like a million bucks because they’ll know that this time will be different. You will be the coach that will finally get them the results they’re after. You’re going to change their life. It’ll be like they just hit the lottery getting to train with you.

100% of your client’s results will come from their compliance to the program you set out for them.

The Fat Loss Fundamentals course gives you the system to build a program that will create an epic result, but it’s worthless if your client doesn’t comply.

This is why it’s so crucial for you as a coach to set the tone of the relationship from the outset. You are not their friend. You are their coach. If you want to be the coach, you have to play the coach. What do we mean?
1. Own the room, be confident in your craft

As a personal trainer, you already know more than your clients about fitness and nutrition, even without this course. Despite this, we see many new coaches hesitant and bashful with their clients.

If you don’t have confidence in yourself, how can you expect your client to have faith in your ability to get them an epic transformation? What if you are a new coach and not confident in your ability to get results for clients? That’s OK. That’s what this course is for.

The system you’re learning here has been tested tens of thousands of times, and the simple fact is that it works. Engage with your client with the knowledge that the program you give them is going to change their life.

2. Paint the picture of the solution you will now provide them to their problems

You have to understand that the average client walking through your doors has walked through those same metaphorical doors 20 times before you. It’s pretty rare to be the first trainer an overweight person has asked for help.

If they’ve been through that door 20 times before, that means they’ve seen 20 other trainers before. All of them have failed your client. Why are you any different?

You have to be prepared to walk them through why the approach you’ll take with them is different to the others. You need to be fluent in the factors that have contributed to their repeated failure. You have to prove to them that you know how to take the weight off.

Truth be told, your potential client has probably already lost weight in the past. They may have been through a few rebounds working with other transformation coaches who left them ill-prepared to sustain their fat loss. You must show this client that you’re different. It’s not good enough to just take the fat off.

You have to explain to them why, if they do what you say, the fat will stay off for good. Again, we’ll give you the system, but you have to own the relationship with your client if you expect them to follow it.

Once you’ve established yourself as a credible coach with a proven system and as someone your client ought to listen to and follow, you need to set some expectations around what they’ll get from you.

Let’s say someone at 101 kilos walks through your door. You have 12 weeks to give them an epic result, one they’ll be excited to pursue and proud to achieve. You assess their situation and determine that if they comply 100%, you could get them to 89 kilos. You have a critical decision here. You need to get them excited about the result, but you also need to make sure they achieve the result.
Set a realistic expectation with the client, perhaps targeting 92 kilos at the end of 12 weeks. Eight kilos is a good amount of fat to lose in this period, and the results will be visually significant, not to mention healthy. But don’t be afraid to get your clients excited about the real possibilities.

Explain that with an epic effort, they can get an epic result. You may be surprised at how motivating it is for someone struggling with their weight to believe they can drop from 101 kg to 89 kg, cross two significant psychological barriers of 100 kg and 90 kg on the way.

As your experience with the system improves, you’ll be able to better gauge what an excellent result for your prospective client would be, and you’ll also get better at motivating them to achieve epic results.

**In every interaction with your clients, you have to remember: Be a coach, not a friend.**

Your goal, especially in the initial consult, is to build a relationship with the client that will result in their compliance with your program. If they see you as a friend, they will expect you to understand when they miss a workout or fail to meet their NEAT targets. You shouldn’t be that fussed if they sneak a cheeky meal in because you’re not their coach, you’re a good mate.

Failure to establish yourself as a coach is one of the worst things you can do for your client’s compliance. When you stop being the coach, you lose the right to set terms. Your client takes that right from you and starts deciding what will work best for them. Guess what? They failed to lose weight time and again when they worked on their own terms.

**Coaches get results. Friends don’t.**

Make sure you take advantage of the initial consultation to be a coach. Ask questions and learn about your client’s problems. Own the engagement and establish your credibility. Set the tone that’s going to drive your client to the result they’re after. Be the coach that’s going to change the client’s life for good.
Lesson 3.1: What You Will Learn in this Module

Now that you know all about what the Fat Loss Fundamentals online course can do for your business and your clients, and you know how to get maximum compliance out of them, let’s start focusing in on how to actually make the changes for our client that will change their life.

In this module, we focus on the key lifestyle factors that have been holding your clients back. Almost every client understands that they should eat healthier and train better for fat loss, but hardly any of them know how their lifestyle, namely stress and sleep, prevent them from ever making any progress toward their goals.

In the lessons that follow, you’ll learn about how sleep and stress interact with fat and how these interactions inform how we’ll approach the other components of this system. We’ll give you the proven strategies we’ve implemented with thousands of clients to get their lifestyle back on track leaving them feeling like new people. You may even learn a thing or two that will benefit you as a trainer directly!

Alright, let’s not waste any more time. On to the first lesson!

Lesson 3.2: The Physiology of Fat

One of the most important parts of dealing with average, every-day general population clients is understanding how they’re different to some of the clients you may be used to training.

If you work with athletes, competitors, or more intermediate to advanced fitness enthusiasts, you may find yourself, like many coaches, tempted to implement the same methods when it comes to diet and training with your fat loss clients.

This is a big problem because as body fat increases, the overall physiology of the body changes as well. This change in physiology can have some pretty drastic impacts on what we can and can’t implement with a client and on the results that client can expect from different types of interventions. Knowing this, it’s no surprise that understanding the physiology of fat is crucial to getting an epic transformation.

While there’s no exact body fat percentage where a client goes from being “not fat” to “fat”, for our purposes we generally regard a male above 15% and a female above 20% as starting to experience some of the maladaptation’s resulting from having too much fat. So, what happens when someone has too much body fat?

**In some ways, you can think of body fat as an organ in the endocrine system. Just like the thyroid, pancreas and adrenals, fat produces hormones and other molecules that regulate various functions in the body.**
The difference between fat as an organ and the actual organs in your endocrine system is that the more fat you have, the more tissue you have performing these hormonal functions, and as many of our clients are painfully aware, the human body has a virtually unlimited ability to produce more fat tissue.

Interestingly, the hormonal pathways that fat interacts with are some of the very systems we need to dramatically influence if we’re going to get an epic transformation.

For the purposes of this course, we’ll focus on three signalling molecules that are influenced by body fat.

If you know your physiology, you might be surprised to see leptin release being an issue here. After all, leptin is the key hormone in regulating satiety or how full we feel after eating. You can imagine leptin as being on a seesaw with another important hunger hormone: ghrelin. Ghrelin makes us hungry in the absence of leptin, and leptin reduces ghrelin making us feel more satiated.

We should want leptin high all the time when it comes to fat loss. So, why is this an issue for overweight people? Why aren’t fat people fat burning machines? The problem comes down to sensitivity. When a client has too much body fat, they release too much leptin and at the wrong time.

This over signalling desensitizes the receptors that would otherwise receive the leptin signal (2).

This includes the receptors that control ghrelin. So, despite having high leptin, overweight clients never experience a satisfied fullness as a fit person would.

The key to dealing with this problem is to train the body to listen to the leptin signal it’s receiving. The methods you learn in this course, aggressively deal with this strategically, by manipulating calories to quickly re-sensitize the body to leptin.

It’s not uncommon for clients complying with our system to feel full on 1,600 calories within weeks of being ravenously hungry on 5,000 calories. The key here is in understanding how fat disrupts metabolism and having the right interventions to fix this disruption.
Next, let’s take a look at insulin. Insulin also play an important role in satiety and the regulation of blood sugar levels.

**When insulin is chronically elevated this can in turn lead to insulin resistance and type II diabetes. Plasma insulin levels have been shown to directly correlate with body fat (3-5). Obese individuals have higher basal insulin levels and secrete more insulin in response to a meal than lean individuals (3,6).**

**In addition, in overweight individuals the satiety signal from insulin is blunted due to insulin resistance of the brain (7).**

**A low glycaemic diet has been shown to promote greater weight loss and appetite control in insulin resistant individuals (8,9).**

**In fact, overweight individuals are likely to eat 50-80% more after a high GI meal as opposed to a medium or low GI meal (9). As you will see later, this is one of the reasons we tend to recommend more aggressive carbohydrate restriction in the beginning.**

**Finally, an often overlooked and rarely understood family of molecules: cytokines. Cytokines are a complex group of signalling molecules much like hormones, that are produced in various types of cells in the body. Unfortunately, our fat tissue makes particularly insidious proinflammatory cytokines that increase inflammation in fat tissue (10).**

**There’s a growing body of science supporting the conclusion that this increase in inflammation not only limits the body’s ability to mobilize and metabolize fat, but it may also serve as a causal factor in driving insulin insensitivity, a precursor to Type II diabetes (11,12).**

Getting control of these three pathways: hunger regulation, sex hormones and inflammation, are critical to improving body composition and general health, and trying to fix any of these without addressing the fat that sits at their root is a recipe for repeated.

You may at this point be thinking that fat is pure evil and that the cards are stacked against your clients so much so that getting them an epic transformation is going to be an impossible task. Well, as it turns out, people with a relatively high body fat have one tremendous advantage over people who are relatively lean: their muscle is more anti-catabolic.

**This means that for every pound a fat an overweight person loses, they will lose more fat and less muscle than a lean person (13).**
This is excellent news when we’re after epic results! This also means that the advice given by most transformation coaches is wrong. Why? Because most transformation coaches use a one-size-fits-all approach to set up their clients’ calories. An inferior system like that is certainly easy to operate, but it’s less than ideal for all but a very narrow band of the population.

The metabolic implications of fat are so influential in the end result that it makes no sense to put a person at 10% body fat and a person at 30% body fat on the same caloric deficit, yet this is what the majority of coaches will do.

In the lessons on nutrition, we will show you how to be more precise in your nutrition programming with your clients. By taking into account your client’s body fat, you can accelerate their results, and this, as we know, is good for everyone.
Lesson 3.3: The Basics of Stress

In today’s world, most clients are perpetually stressed out, especially since COVID-19 became a thing!

They work long hours, look after a family, don’t get enough sleep, eat poorly, expose themselves to environmental toxins and stressors constantly, and this is all on top of the stress of not being happy with their own body.

The stress of modern life is so overwhelming that our gen pop clients almost universally have adverse physiological effects resulting from chronic exposure to stress.

Unfortunately, 95% of coaches have no idea how to address stress. Most blow it off as something that’s out of their control. They hide behind not having any direct control over their clients’ lives. They say to themselves, “I can’t make the things that stress you out go away, so I’ll get a result by just smashing you in the gym”. The problem with this approach is twofold.

First, if you smash a stressed-out person in the gym, you won’t get results and second, as a coach, you not only can help your clients with stress, you must help your clients with stress if you want an epic transformation.

True, you cannot make your client’s stressors go away. You can’t control their family, their bills or their work. But with even just a tiny bit of knowledge about stress and how it works, you can make a dramatic change in your client’s life for the better. With just a tiny bit of knowledge, you can be better than 95% of the coaches out there who don’t know the first thing about how to manage their clients’ stress.

The first thing we need to understand about stress is where it comes from. Taking a very basic view of the autonomic nervous system, we can split it into two states.

Put simply they are:

- **Sympathetic state**
- **Para-sympathetic state**

Let’s discuss these below...

The sympathetic state is what we would refer to as the ‘stressed out’ state.
Something has happened that makes our body sense danger. What happens thereafter is a myriad of potential effects including and not limited to the following.

**Blood pressure increases**

Hormones are released to signal the body to focus on immediate survival.

This means that digestion can turn off.

The reproductive system becomes less active.

The immune system shuts down.

All of these responses are to conserve energy and resources in the body so that 100% can be devoted to immediate survival.

Contrast this with the parasympathetic state.

This is known as the “rest and digest” mode of the autonomic nervous system. In the context of working with clients, we can think of it as the recovery or growth state. The body is calm, and its recovery systems are working. The body becomes focused on the long term.

Your typical fat loss client spends their entire day and night in the sympathetic state. They are continuously exposed to unmitigated stressors triggering a whole host of negative physiological impacts on the body. How do you know your client’s stressed? Ask the right questions.

Most think nothing of getting sick every few months, but the reality is that this is a tale tell sign that the immune system is depressed, and that the client is chronically stressed.

Don’t just ask your client whether they get sick. Be specific. How often do they get sick? When was the last time they got sick? Ideally, you’d barely remember the last time you got sick. Anything less and you’re probably suffering some degree of downregulation of the immune system from stress.

It may feel like a touchy subject, but don’t be afraid to ask your client about libido. Humans are sexual creatures, and a normal hormonally balanced person should have a decent libido. If your client is never or only rarely experiencing sexual arousal, there is probably something wrong, and there’s a fair chance that it’s chronic stress.
Make no mistake: chronic stress will derail your client’s progress, but this doesn’t mean we can’t use stress to our advantage. The reality is that it is sympathetic nervous system activities that cause the disruptions to our body’s homeostasis that are required to promote adaptations. What adaptations are we after? Fat loss and muscle gain of course!

To build muscle, we have to give the body a reason to grow.

To lose fat, we have to give the body a reason to mobilize it.

The best reason we can give the body to make these adaptations is to introduce controlled stress, then take it away to allow the parasympathetic nervous system to do its job of repairing and building tissue.

When it comes to managing stress, we’re more specifically talking about managing cortisol, the stress hormone. Cortisol is doing the majority of the heavy lifting when we talk about the impacts of chronic stress and spending too long in a sympathetic state.

Most cells in your body have cortisol receptors, so when your adrenal glands release this hormone into the bloodstream under periods of stress, most systems will respond. The downregulation of the digestive, reproductive and immune systems occurs as a direct response to the elevation in cortisol.

In addition to this, it impacts how your body partitions carbs, fats and proteins, it manages inflammation, regulates blood pressure, influences blood sugar and it controls your sleep cycle. Basically, everything we care about in the body is impacted one way or another by cortisol.

Let’s dig into some specific examples.

**Recent studies have observed an inverse relationship between cortisol and testosterone** (14). This means that when cortisol increases, testosterone decreases. If cortisol is consistently elevated due to chronic stress, average testosterone levels will also suffer. With testosterone being our primary anabolic hormone for both men and women, we’d expect someone with chronic stress to struggle with building muscle and losing fat.

A big part of cortisol’s job is to mobilize stored energy to fuel the fight or flight response. This means a release of cortisol will draw glucose into the blood. If there’s a real emergency at hand, or even if we’re training, this is actually a very good thing as we need that glucose to fuel our increased activity. But when this happens as a result of chronic stress, we don’t actually need this energy.
Cortisol draws glucose into the blood, and it just sits there. This triggers the pancreas to release insulin. Usually, this insulin would cause our muscle to draw up the glucose, but in our modern world of non-physical stressors, our muscles don’t need the glucose.

This excessive exposure to unneeded insulin makes chronically stressed people increasingly insulin resistant, and the more insulin resistant someone is, the harder it is for them to burn fat (15,16).

Finally, cortisol inhibits the process that creates essential neurotransmitters such as serotonin (17,18). Serotonin is the “feel good” molecule most commonly associated with that feeling of euphoria you get after a good workout. The challenge is that with consistently elevated cortisol levels, the body loses its ability to regulate this and other neurotransmitters properly.

This is why people suffering from depression often show both low serotonin and high cortisol (17,18). This is a dangerous place to be when they need to lose fat because when someone feels stressed out and unhappy, a common solution they look to is to eat.

It doesn’t end there. Serotonin not only helps us feel happy, but it’s also a necessary precursor to melatonin, an important signalling molecule in the sleep cycle. When your body loses its ability to regulate serotonin, it also impacts its ability to make melatonin, and then not only is your stressed-out client unhappy, they can’t sleep either. As we’ll learn later in this unit, sleep is crucial if we want to get an epic transformation.

By now we hope you get the picture. To get an epic transformation, we have to learn to tame cortisol.

We have to learn how to get the right amount of cortisol into the blood at the right time. When do we want elevated cortisol?

There are two critical times of day:

- **First**, we want cortisol to be elevated in the morning. Cortisol controls our sleep cycle, and a natural spike in the morning helps to wake us naturally and without alarms. Of course, this natural alarm only works if it’s not blaring all night long due to elevated cortisol levels brought on by chronic stress.

- **Second**, we want a cortisol response to training. It’s important to remember that exercise is stress. You are throwing the body out of a homeostatic rest state and placing high demands on it. When the body encounters stress, it wants to prepare for the next time there’s stress, but while the stress is going on, its primary focus is in dealing with the situation at hand, not preparing for the future.
That’s why it’s so vital for us to manage cortisol levels throughout the day. High levels post training will provide the stimulus our clients’ bodies need to transform, and lower levels through the rest of their day and night will give them the opportunity to build and recover.

Any client who is chronically stressed is dealing with cortisol levels that never really come down. They never get the opportunity to build and recover. This is why they continue to fail to lose weight even when training. Failure to address lifestyle factors limits their success. Once the body learns to enter a relaxed parasympathetic state, we can start to implement training as a tool to drive transformation, but as long as stress is out of control, exercise is pointless, and sometimes even counterproductive.
Lesson 3.4: Managing Stress

If we want an epic transformation, we have to get stress, and therefore cortisol, under control. Again, this is where the vast majority of coaches throw their hands into the air, but with what you learn in this course, you’ll be better than many of them!

The first step to helping a client manage their stress is not to add more stress!

This will feel counterintuitive. As a personal trainer, your instinct will be to put your new client on an intensive training protocol. After all, you want an epic transformation, and you want it fast, right? You don’t have time to lose, so we need to start training straight away, right?

Wrong.

Remember, training is stress, and when a client is chronically stressed, their body has no opportunity to recover. They cannot build muscle, and they cannot lose fat because their body has downregulated the systems that are responsible for those activities. Instead, they’re perpetually running away from the proverbial lion.

It is your job as a coach to help the client reduce their stress, so you must resist the temptation to put them on an aggressive training plan straight away. Doing so is only going to dig them further into their rut, and you certainly won’t get a transformation out of them.

Sometimes your new gen pop client is already engaged in an aggressive training regimen when they come to see you. It is your job to educate them on why this is counterproductive.

After all, they’re sitting in front of you, frustrated that they can’t get the body they want despite working so hard for it. Their misconceptions about training are holding them back, and you have to use your newfound knowledge to dispel them of these misconceptions.
When it comes to managing stress, your goal is to get your client out of a chronically stressed sympathetic state where cortisol is high all the time and into more of a stress rhythm where cortisol is limited to the mornings and around training sessions. The rest of the time they should be in a parasympathetic state to give their body the opportunity to build and recover.

**This is why in this course; we address lifestyle and diet first.**

A poor lifestyle and diet will reduce or eliminate the benefit of training, so adding more exercise before addressing these factors gets you nowhere. To achieve a fast transformation, you have to remove the barriers.

So, what are the strategies you can give your clients to help them spend more time in a parasympathetic state and less time in a sympathetic state?

We can get our client on a healthy diet of nutritious foods. As we’ll learn in the nutrition module, the foods we give our clients can have a tremendous effect on their stress response.

We can address their training volume if we find it to be too high.

We can encourage the client to engage in more parasympathetic activities. Yoga controlled breathing techniques, meditation or reading can all be used to activate the parasympathetic nervous system and get cortisol under control.

We can send our clients to the spa for a massage or other relaxing treatment.

Whatever you recommend, the goal is to get your client relaxed and recovered. This means that if your client doesn’t like yoga, you shouldn’t try to force them to do yoga.

Meditation is another great tool you can use to manage stress and one of the recommendations that we give clients is to look into the works of Dr Joe Dispenza, whom is a world leader in this field.

[https://drjoedispenza.com/](https://drjoedispenza.com/)
We discuss the scientific benefits of meditation at length in our Performance Nutrition Coach Certification. For more information on that click the imagery below!

Forcing them to do what they don’t like to do is the same kind of stress that got them into the mess they’re in. Ask questions and work with your client to find the right parasympathetic activities to help them manage their stress.

Once you’ve agreed on the specific interventions to help your client, you need to ensure compliance. That means you need to put it in their program and track it just like any other aspect of training. Don’t tell your clients to just “stress less”. Give them a clear plan that they can execute on autopilot, and you will set the stage for an epic transformation.
Lesson 3.5: The Power of Sleep

What is “good sleep”? Ask your average client and even your average personal trainer, and you’ll get some variation on the same theme.

To the vast majority of people, “good sleep” is somewhere between 6 and 10 hours per night with most wanting to recommend 8 hours. Unfortunately, this is misguided and can lead a client to think they don’t have a sleep issue when they really do.

What we should care about is the quality of our clients’ sleep. Eight hours of deep, uninterrupted sleep is far more recuperative than eight hours of tossing, turning and toilet breaks. When discussing sleep with your clients, it’s important to address questions of quality, not just quantity.

We’re interested in three main components of sleep…

First, how does our client go to sleep? What is their routine, if any, to get ready for bed? Do they go to sleep at the same time each night? How long after they go to bed does it take for them to finally get to sleep? Do they use their bed to sleep exclusively, or is the bed just an extension of the office or TV room?

Second, we want to know how the client sleeps through the night. Is it a deep sleep? How often do they get up to use the toilet? Does their partner disturb them? Do they experience any restlessness during the middle of the night?

Finally, we need to understand how our client wakes up. Do they wake up on their own or do they need an alarm? How do they feel when they wake up? Are they refreshed and ready to tackle their day or are they ready for a nap as soon as they get out of bed? What’s their mood when they wake up? Are they happy and excited for what a new day holds or are they grumpy and barking at their family?

You can learn a lot about just how much rest your client is getting by digging into these three key aspects of sleep, and it is armed with this information that we can build a plan to help our clients get the best sleep of their life.

So, with that in mind, what does “good sleep” look like now? It’s pretty simple.

Your clients should go to bed around the same time each night, fall asleep within about 5 minutes, sleep uninterrupted for about 8 hours, and wake up with no alarm feeling rested, happy and ready to tackle their day.

That’s the kind of “good sleep” that most people would pay serious money for, never mind getting an epic transformation. You may not be a sleep coach, but the bottom line is that if you want your clients to have an epic transformation, they need to get ample rest and recovery, so let’s discuss the specific interventions we can implement to help our clients get there.
Great sleep starts with a plan. That means each client should have a documented bedtime routine designed to set them up for a great night’s sleep. Let’s say we’re targeting bedtime at 10PM.

That means the bedtime routine starts at 8PM. Just like the hour your client spends with you in the gym is programmed, the time two hours before bedtime should be strictly programmed, and that program must be complied to by your client.

Starting at 8PM, all sources of blue light must be turned off. Phones, TVs and computers that have night shifting capability where the screen is made a warm orange at night are OK, but if this feature is lacking in any of these devices, they need to be turned off and put away.

The human body has evolved with the rising and setting of the sun. Our modern technology-filled life is filled with blue light that closely mimics the light of the noontime sun. Being exposed to this kind of light blocks the production of melatonin, the sleep hormone.

When we’re just dealing with the sun, this is OK. We want to be awake and alert during the day, so we don’t want to produce melatonin. But at night, we need melatonin to ease into a natural and restful sleep. Sitting in front of the TV, working on the laptop and texting on the phone all flood our retinas with blue spectrum light that tricks our bodies into thinking it’s daytime, so natural melatonin is blocked, and we don’t get tired.

It’s important to remember that it’s not just the blue light coming from these devices that disrupts our sleep patterns. The things we do with these devices can also stimulate us out of feeling tired. Think about the last time you binge-watched a show on Netflix.

That feeling of deep interest and emotional engagement with a show is actually a stimulant and a powerful one at that. The same goes for playing games, getting engrossed in work, and scrolling through social media. Even absent the blue light, they are still stimulating us and preventing us from entering into a restful state.

From 9 to 10PM, we’re in real wind-down mode. We need to decrease excessive mental stimulation and maximize relaxation. Many things work here. Your client can read a book.

They can meditate, either on their own or using an app like Headspace. They can listen to relaxing ambient sounds or quiet music. They may find that in this last hour of relaxing they may want to go to bed early, and that’s OK. If the body’s ready to sleep, let it sleep. If not, that’s OK, too, but at 10PM, it’s books down, lights off and head down for bed.
What if the client isn’t tired at 10PM? They need to go to bed anyway. We’re trying to get the body into a natural rhythm of sleep, and the best way to do that is to enforce a routine that supports that rhythm. The more they commit to the routine, the better it will work, and in no time, they will find themselves wanting to sleep at the same time each night.

When your clients are sleeping better, they are recovering better, and they’ll have the energy to complete their workouts, maintain active lifestyles, and will have the focus and self-control to stick to their nutrition program.

You’d think that your client getting enough sleep is just a benefit to them, but believe it or not, it’s also a huge benefit to you as their coach. If you can get your client sleeping well, that’s 8 hours a day, a full one-third of their life, that they’re 100% compliant with their program.

That’s one-third of their life where you don’t have to worry about stressors, nutrition or injury. That’s one-third of their life where they will be perfect clients. It’s well worth your time to help your clients learn how to sleep better. It’ll show when it comes time to assess their results.
Lesson 4.1: What You Will Learn in this Module

With a clear understanding of how lifestyle impacts our ability to be healthy and lose fat, we can now shift our attention to what most agree is the most essential factor: nutrition.

In this module, you’ll learn the fundamentals of how to induce weight loss. Not only that, we’ll help you understand what makes your average gen pop client unique and how to cater your approach to nutrition to suit this market. We cover a number of relevant topics ranging from how to program a caloric deficit to understanding how different people’s metabolisms work.

At the end of this module, you will be able to confidently build a nutrition plan that not only induces rapid fat loss but also helps your clients feel better about eating less. When we talk about an epic transformation, this is where it happens, so strap in and let’s get going.

Lesson 4.2: Understanding the General Population Client

For many coaches transitioning into the gen pop market, they find themselves wanting to rely on what they’ve seen work before, either with themselves or with the athletes and competitors they’ve trained previously. This is the same trap that many young coaches fall into with older clients.

Not having had the experience of being older themselves, they assume that what worked for their young bodies is going to work for someone twice their age or older. They don’t take into consideration the vastly different recovery rates, lifestyle differences and physiological changes that a more mature trainee must contend with and the result of their programming suffers as a result.

The bottom line is that gen pop clients are different from athletes and advanced trainees.

When it comes to getting world-class results with a general population client, a simple cookie-cutter approach just isn’t going to cut it. Why?

General population clients are dealing with a host of issues that your advanced trainees are not. They are chronically stressed and fatigued. They lack self-control and self-confidence. They normalize failure because they haven’t yet experienced sustained success.

They suffer from excessive body fat that we now understand has significant physiological implications. Their training age is likely very different.

*It’s worth repeating general population clients are not advanced trainees, so you shouldn’t train them like one.*
When it comes to nutrition, advanced clients need flexibility whilst general population clients need rules and structure.

Ultimately the reasons why come down to two:

- **First, compliance.** Every general population client that walks through your door has already failed 20 times before. This is probably due to many factors, but right at the top of the list of reasons will be their inability to comply with a sensible program long enough to get a result. The more choices you give someone who can’t comply the more opportunities you provide that client to get off track.

- **Advanced trainees,** on the other hand, are very familiar with the road to success. They know which foods work for them. They will understand how their body reacts to high carb diets versus high-fat diets. For these clients, you’re primarily concerned with energy balance, and that’s it. Let a general population client decide what to eat, however, and you’re headed straight for failure.

Second, you’re running a business, and that business demands your time. We’ve packaged this course as a system so that you can deploy it in your business with minimal time and effort. This gets your business up and running, producing epic transformations and making money. You don’t want to get in the habit of wasting your time giving nutrition plans that don’t suit the client.

Advanced trainees, having already been there and done that many times, already know what they need to eat. To give them a detailed food plan listing out every gram of food they consume would be a waste of your time and theirs. You will invariably pick something they don’t like or don’t react well to. They already know what to eat, so save yourself the effort and let them manage it.

General population clients, on the other hand, have no idea which foods work for them. If they did, they probably wouldn’t be asking you for help to lose fat. These clients, if left without a specific meal plan to execute, will either fail or will call and text you every day looking for guidance on whether they can eat this thing or that thing.

**Anticipate this and save yourself the unnecessary back and forth by providing a detailed meal plan that removes the questions.**

It’s important to remember that this system is all about getting the best results in the world in the quickest time possible. To be successful at this, you’re going to have to tailor your approach to each client so that you maximize their results. In the lessons that follow, we will discuss in detail what’s involved in building a rock-solid plan to help your clients fix their dysfunctional metabolisms and melt away the fat they’ve always struggled with.
Lesson 4.3: Coaching Nutrition

We live in a world full of information. These days, it’s so easy to get your hands-on information about quite literally anything. No doubt many of your clients have done this.

After all, they’ve tried and failed 20 times before they’ve come to see you. They’ve probably done their research. They have some idea of what they think it takes to succeed. They’ve read the blogs and the news articles.

The problem is that the vast majority of the information your clients have consumed about weight loss is misleading or flat out wrong. This is because it comes from the news media.

Now, this isn’t to say that everything the news tells you is wrong, but when you consider the incentives the news has when it comes to driving clicks and engagement, it’s easy to understand why your clients are very unlikely to learn the fundamentals of nutrition there. When was the last time you heard on the news that energy balance is the key to weight loss? Can you imagine a broadcast like that?

Research and the laws of physics show that if you eat less food than you need, you will lose weight!

Of course not. Energy balance is a boring reality, and boring reality does not sell the news. Instead, your clients are inundated with the latest “secret to weight loss”.

Eat this and lose weight.

Could this plant be the key to losing fat?

These fads are just that, fads. As we’ve already discussed, only energy balance can induce fat loss. Everything else is just noise.

Your job as a coach is to manage this noise and educate your client on the fundamentals.

So, how do you manage the noise for your client?

First and foremost, you have to be armed with strong knowledge of the fundamentals and a clear plan for your client to implement them. This comes down to your confidence and clarity in the initial consult and the rate of progress you can achieve for your client in the first couple of weeks.
Remember that your client is going to have a head full of ideas, some good and some bad, but nearly all of them will distract from the mission of getting an epic transformation. It’s your job not just to train your client, but to coach your client as well, which means establishing yourself as an authority.

If your client doesn’t believe you know what you’re talking about, they won’t follow your program, and if they don’t follow your program, they won’t get a result. When you’re selling results, your client’s failure reflects on YOU. It’s YOU who has failed your client, not your client who has failed you.

So, when your client starts fixating on the noise like.

- I shouldn’t eat carbs at night, right?
- Won’t these high-fat foods make me fatter?
- Why can’t I try flexible dieting?

It’s your job to educate them and get them focused on the fundamentals.

Your approach here is simple. You just want two weeks. In two weeks, if they follow this system, they will see and feel a real change. Get your client to commit to doing everything you say for just two weeks. These first two weeks will prove to your client that this method works. It will create buy-in on the process with them, and it will drive their compliance through the remaining 10 weeks of their transformation.

80% of your coaching is done in the first two weeks.

When it comes to nutrition, you are coaching knowledge and compliance. Your strategy should be to get the maximum amount of compliance out of the least amount of knowledge. That’s right: the least amount of knowledge. Why?

As we’ve already discussed, your clients are already inundated with information about nutrition. You need to give them some knowledge. After all, they don’t know the fundamentals of energy balance. But don’t go overboard here. Feed your clients too much information too quickly and you will just add noise to your own message. Focus on the factors that will get them results and no more.

If you can get your clients to commit to these first two weeks, your chances for an epic transformation skyrocket. Fail to get them to comply and you may have a shot at a measurable improvement, but it probably won’t be a transformation, and it certainly won’t be epic.
Lesson 4.4: Nutrition Priorities

When it comes to nutrition, what are the right things to focus the majority of our energy on? It’s funny that depending on who you ask, you will get vastly different answers.

How many times have you heard that it doesn’t matter how much you eat; it just matters what you eat? If you eat clean, stick to your lean meats and veggies, the rest will sort itself out?

Or how about “carbs are evil”? How many people have you met that think eating carbs will make you fat or prevent you from losing fat?

Here’s another: the anabolic window. If you’ve been in the fitness industry for more than 15 minutes, you’ve heard someone talk about how important it is to feed the muscle after training. If you don’t take advantage of the anabolic window, your workout is wasted.

Remember when mum would tell you that breakfast is the most important meal of the day?

The bottom line is that all of these conventions became conventions because there is at least some degree of truth to them, but these ideas get far too much attention in your average coach’s programming. As an Art of Gen Pop Transformations coach, you will focus on the stuff that matters first. You’ll focus on the nutrition strategies that get results.

As we build nutrition programs for fat loss clients, we’re primarily concerned with two factors:

- **Speed**: We need their transformation to be epic and FAST. After all, what are they paying us for? They’re paying to have their life changed, and they don’t have the time or patience to wait years to get there.

- **Sustainability**: We need their transformation to be sustainable. This goes for the 12 weeks they’re working with us and beyond. The last thing our client needs is a meal plan that makes them feel terrible and is too complicated to follow.

To build a nutrition plan like this, we have to dispel with all of the tweaks and optimizations. We have to put 80% of our energy into the 20% change that will change our clients’ lives.

So, what’s the biggest bang for the buck nutrition intervention we can deploy you ask?

**Energy balance.**

Like any system that consumes energy, what goes in must come out. What doesn’t come out must get stored. When it comes to human bodies, food is the energy that goes in, work in the form of movement and heat is the energy that comes out, and fat is the energy that’s stored. You’ll recognize this idea as simply: calories in, calories out.
Most coaches and clients are fundamentally confused about this point. What they fail to understand is that controlling energy balance isn’t just the best way to achieve weight loss. Energy balance is the only way to achieve weight loss.

Put a different way, negative energy balance, that is to say having fewer calories go in than go out, is the very definition of weight loss.

When you think it through, this makes complete sense! If you take in fewer calories than you burn, your body has to get the energy from somewhere. Your body cannot just produce energy out of thin air. The energy that gets used to fuel your movement while in a negative energy balance is stored energy.

In fact, that’s the evolutionary role fat has played for humans. It’s our ability to store fat that some evolutionary biologists’ credit for our extreme adaptability to every climate on the planet. Fat is the tool that the human body has evolved to fuel itself when there’s no food around.

Of course, the problem today is that for our clients, there’s an overabundance of food. They’re inundated with addictive high-calorie density foods full of fat and sugar. It’s never been easier to consume a full day’s calories in a single sitting. No wonder so many of our clients struggle with weight loss.

As a coach looking to get an epic transformation in record time, you have to spend your energy focused on the things that are going to make the most significant difference for your clients. That means you cannot be distracted by the fads that regularly sweep through our industry. You must master the fundamentals of weight loss and implement them with your clients.

Remember, there is no fat loss without a caloric deficit.

So, what comes after energy balance? What should you as a coach be focused on then?

While energy balance dictates your rate of fat loss, macronutrients determine how you feel during fat loss. How you feel while you’re losing weight is extremely important when it comes to ensuring that weight loss is sustainable. If your client eats in a caloric deficit but feels terrible as a result, their energy balance will ultimately suffer.

When clients feel bad, their training quality goes down. Their Non-Exercise Activity Thermogenesis (NEAT) goes down. Their sleep quality reduces. They get stressed and eat more. It’s hard to maintain a negative energy balance for 12 weeks when you feel terrible.

Keto, Atkins, carb-backloading, If It Fits Your Macros (IIFYM), paleo, all of these are just ways to manipulate your macronutrient split. They’re great tools, but one isn’t better than the other for all clients (19).
Everyone will have a set of systems that work best for them. It’s your job as a coach to find the right balance of macros that keeps your client healthy, happy, and compliant.

There are other things to consider when it comes to nutrition priorities as well. These are important to health and can support our weight loss journey, but they pale in comparison to energy balance and macronutrients.

We’ll give you guidance on all five aspects in this system, but remember:

- **Energy balance** dictates the rate of fat loss.
- **Macronutrients** dictate how you feel, and how you feel will influence energy balance.

When it comes to fat loss, everything else is secondary.
Lesson 4.5: Caloric Deficits for Rapid Fat Loss

We want two things out of a transformation. We want it to be epic, and we want it fast.

We want one thing out of our clients: compliance.

The faster the client sees results, the more likely they are to comply over the long term. The more they comply over the long term, the more epic the transformation.

This is why this system focuses so heavily on not just fat loss but rapid fat loss.

When your average coach sets a caloric deficit for their client, they think about the systems that have worked… for them. But as we’ve already learned, the physiology of excess fat is fundamentally different to that of athletes.

When working with a lean athlete trying to get leaner, you’re concerned with muscle preservation. When you’re working with a gen pop client carrying 30% body fat or more, you have room to be far more aggressive. In fact, you have to be more aggressive. Let’s explore why.

Let’s say you’re used to running a 20% deficit during your traditional cut phase. Roughly speaking, you can expect a one-half of a percent drop in body fat percentage per week. If you’re 12% and getting ready for a show or a photo shoot, this isn’t a bad approach.

At the end of 12 weeks, you’ll have lost 6% body fat and landed roughly at 6%. The problem is that this equation doesn’t scale. A gen pop client coming in at 35% body fat on the same caloric deficit is only going to get down to 29% body fat. The visual difference between 12% and 6% is tremendous. The visual difference between 35% and 29% is more like a rounding error. This lack of a significant visible difference is going to completely derail your client’s hopes of a result. They’ll see no real change in the mirror. They’ll give up on your plan and fall back into old habits. After all, what’s the point if all you can get them is 6%? You’re not going to change this client’s life with 6%, and we’re in the business of changing lives when it comes to The Art of Gen Pop Transformations.

With a solid understanding of our client’s current condition and their training history, we can set an individualized caloric deficit that supports the fastest and most epic transformation attainable for them. All it takes is some basic knowledge.

So, let’s delve into it and see how far we can push a deficit.

For men at 30% body fat and below, we set their caloric deficit at their body fat percentage plus 5%. So, if they’re 15%, we set the deficit at 20%. Body fat at 25%? The deficit should be 30%. Remember, our baseline of 20% yields about a half of a percent reduction per week, so as our starting point increases, so too does the deficit.
This means that we’d expect our 15% body fat male to lose 6% over the 12 weeks and get down to 9% while our 25% male should lose closer to 9% getting down to 16%. The higher the starting body fat, the harder we need to push to get a visually significant result.

When body fat exceeds 30%, we really need to consider how the client got into the position they are in. If he has trained in the past, say he was an athlete in his younger years, and for whatever reason he has let himself go as far as body fat is concerned, we set him at a 40% deficit. What if he has no training history whatsoever? We put this client on a fixed 1,600 diet of protein, fats and veggies.

This approach is aggressive, yes. Maybe you weren’t expecting that aggressive?

Here is an example below...

- A male over 30% body fat with no training history is likely suffering from a few issues:
- They have low muscle mass as they’ve never trained or focused on building muscle before.
- Their excessive body fat has flooded their body with leptin, so they have become utterly insensitive to it and have no more control over their hunger or eating.
- This lack of control over their diet has very likely led to a significant amount of overeating high carbohydrate foods contributing to insulin insensitivity.

This is a very special case, but also a dangerous one for the client’s health. We need a massive intervention if we’re to make any significant difference in 12 weeks.

You may think that 1,600 calories are too little for an adult male, but in reality, the 30%+ body fat male already has enough stored energy to take care of their needs.

Plus, their leptin insensitivity has tricked them into never feeling full, so the usual physiological triggers that control hunger are gone. By dramatically reducing calories we give the body an opportunity to reset its leptin sensitivity.

By restricting carbohydrates to only veggies, we’re not only pumping their body full of healthy micronutrients, but we’re also bulking up their diet with fiber and flattening out their blood sugar giving the body an opportunity to reset and re-sensitize to insulin.
Now you may at this point be thinking “, but I thought it’s just energy balance, calories in versus calories out… why restrict carbohydrates?” This is an excellent question, and there are two answers.

First, clients in this situation, high body fat and low muscle mass, have very likely abused carbohydrates. We need to re-sensitize their bodies to insulin because they represent an extreme case.

Second, we don’t really have a choice when we set our caloric deficits this low. We need dietary fats to support brain health and hormone function (20).

We need dietary protein to support nitrogen balance and preserve the muscle we have on top of improving satiety (21,22).

Once you’ve added these macros to your diet, there’s very little room left for carbs, so we make the most of them by ensuring they’re dense in fiber and micronutrients… in other words, veggies!

You’d be amazed to see what a week of eating like this can do to a client suffering from excessive body fat. They go from being leptin insensitive to leptin sensitive, insulin resistant to insulin sensitive, and from feeling ravenously hungry all the time to feeling full for the first time in their life.

The plan for women is very similar in structure to men.

We simply match the caloric deficit to their starting body fat. That means a woman at 20% would start with a deficit at 20%. Starting at 30%, the deficit is the same at 30%. Women naturally have higher levels of estrogen, so we expect them to have higher body fat than men. Because of this, our special cases start for those women above 35% body fat.

The same conditions apply here. Where our client has a history of training and athleticism and needs merely to get back to where she was, we set the caloric deficit at 40%. If she has no history of exercise whatsoever, we set her calories at 1,200 to 1,400 per day.

Again, at 35%+ body fat, this client is likely suffering leptin and insulin resistance. We need to restrict both calories and carbohydrates to re-sensitize the body and promote a sense of satiety. Yes, it’s aggressive, but the body can handle it, and your client will feel and look better as a result.

Remember, you need to see a change in the first two weeks if you want to give your client a fighting chance at an epic result after 12. This means you need to set their calories for rapid weight loss.
Lesson 4.6: Oxidation Rate

People feel best when their metabolism is in balance, and when they feel their best, all of the factors that support fat loss are on our side. One area that often confuses coaches, if they’ve heard anything about it at all, is the rate of oxidation of nutrients in the body.

Regardless of whether your client is an endomorph or an ectomorph, high body fat or lean, their body will have a specific rate of oxidation.

Those with higher rates tend to use released energy more quickly than those with lower rates. Our interest in this difference links directly to how we set a client’s macronutrients.

Again, we’re after balance here, so we want to match the appropriate energy source with our client’s oxidation rate. When a client has a high rate of oxidation, we tend to want to give them slower energy sources like fats. The higher complexity of fat molecules counterbalances the rapid rate at which these clients will oxidize their energy sources resulting in a more balanced metabolism.

The same goes for slow oxidizers. These clients need faster energy sources like carbs to help bring them into balance.

In both cases, if the energy source doesn’t suit the oxidation rate, the client will end up feeling sluggish and unhappy. In fact, this is the primary marker that we may be giving a client the wrong primary energy source.

Your instinct may be to think that endomorphs are all slow oxidizers and ectomorphs’ fast ones, but this often isn’t the case. While a client’s somatotype can be very useful in determining how aggressively we need to set their caloric deficit for rapid fat loss, it’s not very helpful in determining whether a client is going to function better on carbs as their primary energy or on fats.

As you check in with your client, but sure to look for the tell-tale signs that they may have an imbalance between their primary energy source and their oxidation rate. If they’re experiencing inconsistent or consistently low energy levels, low motivation, or aren’t enjoying the program, then you may need to consider rebalancing the macro split to support better oxidization alignment.
Lesson 4.7: Macronutrients

We’ve said it before, and we’ll say it again

*Energy balance dictates the rate of fat loss.*

Macronutrients determine how you feel while you’re losing fat.

The better you feel, the more likely you will comply and the better the end results will be.

So, while it’s critical that we get energy balance set correctly, it’s also essential that pick the right macronutrient split to support our client’s fat loss journey. If we get this wrong, their energy will suffer, they will stop enjoying the process, their compliance will fail, and results will suffer.

Another way to say this is that we manipulate a client’s macros to make them feel good about their nutrition. As we’ve already learned, some metabolisms will fare better on some macro splits over others. We should always be striving to get the best split to achieve the fast, epic results for our clients.

That said, what if our client is dead set on doing it their way? What if, for whatever reason, your client wants to be on keto. What do you do?

The answer lies in the purpose behind manipulating macros. Caloric deficit being equal, all macro splits will result in basically the same rate of fat loss.

It’s just calories in versus calories out. We want to modify macros to make our clients feel better while on a deficit. If a client will settle for nothing other than keto, then, by all means, give them keto.

If the client is convinced that keto is the right thing for them, then you’re doing a lousy job trying to force them onto some other macro split that they won’t be as happy with. It’s your job to get them on the right deficit to support rapid fat loss and onto the macro split that supports their happiness.

You may be wondering to yourself, what about a client who only wants to eat carbs? Well, in reality there just aren’t that many people like that. Everyone will feel terrible on an all carb diet.

When they train, their poor nitrogen balance will leave their body robbing muscle for protein. Not taking in adequate fats will result in their hormones shutting down. It won’t be long before this rare client is back asking for a change.
Lesson 4.8: Setting Macronutrient Targets

Protein is the primary macronutrient we need to program for when it comes to body composition outcomes. It’s important to understand that we’re not just talking about body weight outcomes here.

We already understand that setting an overall caloric deficit is the only way to reduce body weight. We’re looking at body composition here. That is, we’re now concerned with a person’s lean body mass versus their fat mass.

There are three main reasons why protein is so important.

First, a high protein diet is more satiating (22). We want to arm our clients with all the defences possible against dissatisfaction and hunger. If we preference proteins in their diet, they will feel full longer and suffer fewer unhealthy cravings that may derail their compliance.

Second, protein is more metabolically expensive than carbs or fats (23). In other words, it has a greater thermogenic effect. Even though all food is fuel for the body, some fuels are more efficient than others. The more efficient the fuel, the less energy the body needs to metabolize it.

Protein is the hardest for our body to use so it will expend the most energy breaking it down. When we’re in the business of fat loss, making our metabolism less efficient is a good thing. Using more energy for digestion means we’ll have less excess energy in the body to turn to fat.

Finally, protein helps with nitrogen balance (21,22). Remember that when you’re in a calorie deficit, you’re in a catabolic state. Some tissue needs to be broken down to make up the deficit and fuel our activity. We’d much rather that tissue be fat than muscle.

First of all, we’re in the business of losing fat, not muscle, and secondly, muscle helps us burn fat. By keeping nitrogen balance on the side of muscle anabolism, the body will naturally target fat for catabolism.

So how much protein do our clients need? For women, we tend to target 1.6 to 2 grams of protein per kilogram of body weight. For men, this number is more like 2 to 2.5 grams. Vegans are a different story.
They struggle to get high amounts of protein due to their dietary restrictions. There are very few pure protein sources for these clients, so we have to reduce their protein intake to accommodate the carbs and fats that come for the ride. For these clients, we target 1.4 grams of protein per kilogram.

You may be wondering, “if protein is so important, why not just give our clients all protein?”

Good question.

We always need to build in an energy source. Protein isn’t a good energy source for the body. Absent carbs or fats, a client’s ability to train, be motivated, and just live their lives is going to be severely compromised.

In a severe energy deficit, one where no carbs or fats are coming in, the body will naturally reduce NEAT as well to compensate. This moves everything in the wrong direction when it comes to managing the calories-out component of energy balance.

If a client stops moving because they have no energy, their calories-out will suffer, and energy balance will start to go in the wrong direction.

Sometimes you’ll encounter a client who is barely eating any protein at all. This can create a challenge when you program their diet for high protein. For an 80kg female client, you might program 160 grams of protein based on our targets. If she’s only eating 30 to 40 grams a day, this can be a considerable challenge to adjust to.

She may feel sluggish just from the extra digestion burden this introduces on the gut. Be careful about introducing wild swings like this. Gradually work your clients up over a couple of weeks so that they can get used to the increased protein intake if they’re not already accustomed to it.

With our proteins set, it’s now time to work out our other macronutrients.
As we’ve already discussed, our preferred energy source, either carbohydrates, fats or a balanced blend of the two, will largely be dictated by how they make our client feel. If the client is a slow oxidizer, we will give them more carbs. If they are a fast oxidizer, we’ll give them more fats.

In both cases, our goal is to balance out their supply of energy to avoid crashes, so we have productive training sessions and maintain compliance. But what if you don’t know which your client works best on?

Some clients will have prior experience with this and will know whether they’re happier on carbs or fats. Again, use the power macronutrient splits to keep your client feeling good. If they like carbs, let them have carbs up to the limit imposed by their target calories. Same goes for fats.

But, if your client doesn’t have a clear picture of which works best for them, we like to recommend the “diet boot camp”. The recipe is simple:

**We set protein based on the targets we’ve already discussed. For women, 1.6 to 2 grams of protein per kilogram of body weight. For men, 2 to 2.5 grams.**

We then add a ton of veggies, enough that they’re eating vegetables with every meal. We fill the remaining calories with healthy fats. You can think of this as a traditionally low carb approach. We’re making a bet that your average gen pop client has been eating poorly and has bad micronutrient and fiber intake.

They probably also have at least some issues with insulin sensitivity as the vast majority of overweight people have struggled with sweets. If we know that this is more likely the case than not, then we’re best off with a low car approach. Even if this client will ultimately feel their best on a higher carb plan, just the act of getting their leptin and insulin sensitivity reset through a calorie-restricted low carb diet like this will make them feel better.

Plus, the combination of getting leptin under control and adding heaps of fiber will help them feel full from meals a fraction of the size they’d usually eat. As the client’s health improves on this approach, we can then start tweaking based on how they’re feeling.

As a coach, it’s critical that you support your client’s compliance. Giving them something they can’t do will not only demotivate and derail them, but it will also prevent you from getting a successful transformation. Macronutrients are a powerful tool in your arsenal that if used correctly will result in your client getting the epic transformation, they never knew they could achieve.
Lesson 4.9: Nutrition Periodization

Most trainers know that they should periodize their training programs for clients. After all, the human body is a highly adaptable system. Give it the same stimulus day in and day out, and it will eventually adapt, reach homeostasis and stop responding. By periodizing training, you can avoid letting the body get too comfortable and strategically drive it continuously improve.

Well, the same goes for nutrition. When you want the body to change, no plan will work forever. The body is an incredibly clever machine optimized for finding a comfortable balance. If left undisturbed, it will quickly find homeostasis and stop responding to your stimulus. This is why we need a strategy for periodizing nutrition with our clients.

As we’ve already discussed, general population clients aren’t like you. They aren’t athletes. They aren’t lean. They’re facing many physiological challenges due to inactivity, stress, and high body fat that you never have to contend with. For this reason, what works on you isn’t necessarily going to work on your client. In fact, what works on you could very well make your client worse.

For the Fat Loss Fundamentals system, we like to start clients on a diet boot camp. We begin by setting their caloric deficit.

We use the same system we’ve already discussed where we match the user’s current body fat to a target caloric deficit. Once we understand how many calories to allocate, we then look at protein requirements. Again, we use the targets we’ve already discussed accounting for gender, lifestyle, and body weight. We limit carbohydrate intake to approximately 50 grams and fill in the rest of their diet with healthy fats.

You may remember from an earlier lesson that when it comes to nutrition:

- Advanced clients need flexibility.
- Gen pop clients need rules and structure.

So, with the diet boot camp so far, we’ve given you the structure. Now, let’s get into the rules.
When it comes to protein, your clients should be consuming a diversity, especially initially. Beef, lamb, pork, game meat, chicken, turkey, fish, etc. We do this for two reasons:

- **First**, keeping your food sources diverse ensures you’re not contributing to any particular food intolerance. You may have met people before who stop eating red meat for an extended period of time, then as soon as they try a burger, it sits with them for days when they never had issues with it before. Keeping things diverse ensure the body doesn’t lose its ability to handle a variety of proteins.

- **Second**, eating from a diversity of proteins makes things interesting. Gen pop clients aren’t ready for the experience of a comp prep diet. They need their meals to look something like a “normal diet” to help them process it mentally. If you feed them a comp prep diet, they will get very bored very quickly and then be tempted by things that are not in your plan. Remember, we need to anticipate and plan for compliance.

For carbs, the plan is simple. Veggies. Lots of them. In fact, as far as carbs go in these first four weeks of the diet boot camp, we only allow veggies for carbs. This does two things. First, it floods the system with vital micronutrients that will support everything from mood to brain and heart health.

Second, it will dramatically improve satiety as veggies are full of fibre. Most gen pop clients aren’t used to getting the recommended amount of fiber, and as a result, they have gut health and satiety issues. The diet boot camp addresses and corrects this.

Fats are also quite simple. They naturally come from our protein sources. Unlike keto where additional fats are needed to make up the calories you need after protein, in the diet boot camp, you’re eating lots of protein, so there’s less of a gap to make up. If your client is eating a variety of protein sources, they will be getting richer proteins like beef, lamb, salmon, and chicken. Hitting the fat target just won’t be an issue.

We run the diet boot camp for 2 to 4 weeks with less experienced clients more on the 4-week end of the spectrum. These less experienced clients need longer to help address insulin and leptin insensitivity. A more experienced client might only need the diet boot camp for 2 weeks as they quickly undo what little, if any metabolic damage they may be suffering.

This leaves the remaining 8 to 10 weeks to periodize. What approach should we take? Well, just like everything in this system, we need to consider our client. Let’s start with the beginner client.

Experience shows that the vast majority of beginner clients come to us feeling terrible. The diet boot camp makes them start to feel better almost instantly by allowing them to feel satiated from their meals and by giving them the micronutrients their bodies have been sorely missing.
But, eventually, we start to see signs of adaptations and new problems come to the surface. Most of these clients also need carbohydrates, so we want to strategically reintroduce these back into the diet by first starting with one carb meal in the 4 weeks after the diet boot camp. This meal should incorporate 30 to 40 grams of carbohydrates, basically doubling the client’s carb intake for the day.

Where you add the meal should be based on the client’s personal preference. Studies show that carbohydrate timing is largely individual, and it may be linked to a person’s biological circadian rhythm (24).

Apart from regulating the sleep-wake cycle, melatonin has been shown to impair glucose tolerance in about 50% of the population (24). That means people who are naturally early birds might do best having their carb meal earlier in the day, typically before lunch, while night owls, who naturally struggle to fall asleep at night, may do better having their carb meal in the evening. That’s because carbs can increase serotonin, and serotonin converts to melatonin (25).

Another good option would be to add the carb meal post training. Post training our stress hormones like cortisol, adrenaline, and noradrenaline are elevated. After the training bout we want to get ourselves out of fight or flight mode as quickly as possible to initiate the recovery process. Acute carbohydrate intake has been shown to dampen the cortisol response to mental and physical stressors (26).

For the third phase of periodization, we introduce another carb meal, consisting of an additional 30 to 40 grams. Again, this meal can be placed earlier in the day or later in the day depending on the client’s preference and their circadian rhythm. We typically recommend one carb meal post training and the other carb meal earlier or later in the day depending on the client’s needs. You can experiment a bit here to see what works best for each client.

This plan is super straightforward, but there are some important details to remember.

For beginner clients, we only periodize macros, not calories. That means for every calorie of carbohydrate you introduce; you take away a calorie of fat. We keep our client on the same caloric deficit throughout their 12 weeks with us in this system. We’re after fast, continuous fat loss, and given there’s so much fat to lose, there’s not much point in playing around with the deficit. We need to get them in a big deficit and keep them there so that we get epic results.

You should also remember that when it comes to macros, we’re trying to make our clients feel good. You will eventually encounter a gen pop client who responds horribly to carbs. Recall in our discussion on oxidation rates that some people, regardless of body type, just don’t handle faster energy sources well.
If as you start introducing carbs to your client, they don’t feel amazing as a result, then back off the carbs and go back to fats. There’s nothing magical about adding carbs in place of fats here, at least not as far as fat loss is concerned. The caloric deficit is doing the heavy lifting for us here, and we’re just using carbohydrates as a way to make our clients feel better and better as we go. Don’t rigidly stick to a carbohydrate target if it makes your client feel worse.

Finally, you may run into the typical media-driven misconceptions about diet as you implement this with your client. Many regular, average joe clients will be horrified at the thought of eating carbs before bed. Won’t carbs make them fatter?

Remember, it’s your job as a coach to educate and lead your client. Don’t let them get confused by junk science. Explain that it’s the caloric deficit that causes fat loss, not the macro split. Remind them that people get sleepy after carbs for a reason and that a good night’s sleep is crucial to health and well-being.

Give them the confidence that thousands of people have been on this journey before them. Thousands have done precisely what you’re telling them to do and have gotten amazing results. Be the coach that’s going to change your client’s life.

Next, let’s look at an intermediate trainee.

These clients come to you a little bit leaner and a little bit more experienced in the gym. Being leaner means, we have to be cleverer with our interventions. With relatively less fat to lose, their bodies will be far more adaptive, and periodization will become crucial to getting continued success with them.

As with all fat loss clients, we start the intermediate trainee on the diet boot camp. This time, we recognize there’s likely less metabolic damage to recover from, so we only run the boot camp for 2 weeks. Then, just as with our beginner clients, we introduce carbs, although, for these more experienced trainees, we can add more carbs initially. We go straight to a low carb approach landing somewhere near 120 grams of carbohydrate per day. The client will stay here for four weeks.

For the average intermediate trainee, this is the point where we start to see negative metabolic adaptations kick in. Leptin levels begin to go down and hunger, as a result, goes up. Thyroid levels go down, so the metabolism starts to down regulate (27-30).

As the metabolism downregulates, training performance suffers, and NEAT levels go down throwing off the calories-out side of our energy balance equation.

This is the right time to implement a diet break to help reset the metabolism (31-33).
For five days, we bring total calories back to baseline, and we do so by making up the deficit primarily in carbohydrates. A good guide to use in setting carbohydrates during a diet break is to calculate lean body mass and multiply by 4-6. If the trainee prefers a lower carb approach, multiply lean body mass by 3-4 instead.

So, for example, an 80kg trainee at 18% body fat will have about 65 kilos of lean body mass. This client should have between 260 and 390 grams of carbs for the week of their diet break.

After a 5-day diet break, this trainee will be fully reset and ready to go back into deficit. Despite being intermediate, we still want rapid fat loss, so we now tune our calories by going 5% deeper into deficit than where we started.

Again, we do this on a low carb macro split, our 120 carbs split between post workout and bedtime. For the final two weeks, we go 5% more aggressive on the calorie deficit to ensure we hit the 12-week finish line with a solid body composition finish.

Just like with our beginner clients, our intermediate plan has some important considerations for you as a coach.

First, leaner clients are more prone to metabolic adaptation, so we need to be smarter with our periodization. We can’t run clients like this on a perpetual deficit. Doing so will risk shutting down their metabolism and halting or reversing our gains. We strategically implement a diet break to help reset the metabolism and ensure we have a continued response to our nutrition intervention over the entire twelve weeks.

Second, diet breaks are a more advanced tool in your arsenal. How and when to use them is a complex subject that is covered in more depth in our other courses. If you plan to use them on a regular basis, we highly recommend you consider our more advanced nutrition courses where you will get a complete understanding of how they interact with hormones and the metabolism.

We include it here as part of Fat Loss Fundamentals online course, not as a standalone intervention. We often see coaches underestimating how deep they can go with a caloric deficit, so inserting diet beaks where they are not needed can be counterproductive when you’re after an epic transformation.

But don’t worry. Follow the system as we outline it here and you’ll get a world-class result. And if you want to get even further educated on the topic, we have you covered there as well.

Proper periodization of your client’s nutrition during their weight loss journey will ensure they see continued results from their investment, and it’s these continuous results that help keep them motivated and engaged in the program. That said, don’t forget to remain sensitive to your client’s needs. If something isn’t working for them, don’t wait for the next phase in their periodization scheme. Work with them to find a solution to the challenge that works, and they’ll stay with you and your program.
Lesson 5.1: What You Will Learn in this Module

You’ve mastered lifestyle factors. You’ve conquered nutrition. Now we move onto the third and final component of Fat Loss Fundamentals course: training.

In this module, you’ll learn how to build an exercise program that supports the maximum amount of fat loss for your clients while letting them practice the skills they’ll need to move on to increasingly complex and powerful movements.

You’ll learn what matters and what doesn’t when it comes to exercise programming. We’ll dive deep into how to effectively periodize exercise to avoid any plateaus. You’ll learn just how hard you can push a client toward getting that epic result.

No more talking about it. Let’s do it!

Lesson 5.2: Understanding Fat Loss Programs

Think about the number of 12-week programs you’ve seen. Think about all of them, the ones in magazines, online, and social media. Now think back: how many of them explained their target demographic? Did any of them indicate which gender they were targeting? What about training age or ability?

Too many take a one-size-fits-all approach to fitness. Yes, we can systematize. In fact, you’re studying one of the best systems in the world right now! But the bottom line is that clients are different. Their response to training is different. Their ability to handle volume is different. Their skill at executing complex movement is obviously different.

This course takes this into account. Our approach to training supports the client’s journey. This system takes all of the relevant factors about a trainee into account. What are those relevant factors you ask?

First, women and men typically have different goals, enjoy different movements and are after different results. Yes, both men and women are after fat loss, but rest assured the ideal target physique in a woman’s mind looks nothing like a man and vice versa. Women and men want to end up in different places, even when they have the same overarching goal of fat loss.

Second, beginners are different from intermediate and advanced trainees. How? It all comes down to exercise selection. A complete beginner will struggle to learn the proper form for a deficit snatch grip deadlift quick enough for it to matter in their 12-week program. When it comes to targeting the posterior chain, we can make much better exercise choices for this trainee.

On the other hand, a more advanced trainee will quickly grow bored of simple movements. There’s no reason to prevent them from executing more complex technical movements if they are able to
It’s worth digging into what exactly we mean by “advanced” here. When we say a trainee is a “beginner” or “advanced”, we’re not talking about how strong they are. We’re talking about their ability to execute the movement safely and effectively. Do they know the cues for each muscle group involved or do they struggle to coordinate the various muscle groups involved in a complex movement?

An advanced lifter will know how to activate their lats, retract their scapula or keep a neutral spine. A beginner will have no idea how to do these things. At the end of the day, the exercises you choose come down to your client’s ability to execute.

As we decide which exercises to give a general population client, we have to consider a multitude of factors to support success.

First and foremost, we need to give our clients exercises that they can execute safely. There’s no point in giving a beginner an advanced movement that increases their risk of injury. An injured client is bad news for everyone. Not only do they not reach their goals, but they won’t be paying you for sessions.

Second, we want our clients to be able to push the movement we give them failure confidently. If they can pump out one rep cleanly, but get wobbly from there, even at low weights, the movement is probably too complicated for them and poses an injury risk.

Third, our clients need to enjoy the exercises they do. Just like with diet, if they’re not enjoying the process, they will not comply. If your client likes hip thrusts, give them hip thrusts! If you think squats and deadlifts are better for isolating the glutes, then program them as an A and B series, then add the hip thrusts as a C series. This gives the client what they want and gives you a productive routine.

Finally, be sure to give your clients exercises that are suited to their mobility and injury history. Someone with poor hip and ankle mobility will not be able to execute an ass-to-grass squat. Do not make this client do ass-to-grass squats!

You are a coach trying to get this client an epic transformation. You are not a physiotherapist. There are many ways to target the quads and glutes that don’t involve ass-to-grass squats.

The critical point here is that when you program for a general population client, you are not programming for yourself. Maybe you like squats and deadlifts, but if your client can’t do them or doesn’t like them, you are wasting their time forcing them to learn. Remember why this client came to you in the first place.

Their goal is to lose and an epic amount of fat. Their goal is not to enter a physique competition in 12 weeks. You are not training them for a powerlifting meet. At the end of your 12 weeks with them, they will not be mobility monsters. What they will be is much healthier, much happier and, best of all, much leaner.
Lesson 5.3: How to Coach Fat Loss Clients

You’ve probably noticed that we focus a lot on understanding the difference between your typical gen pop client and you as a coach. There’s a good reason for this. The majority of trainers we see in the market focus on implementing methods that worked for them.

But, as you now understand, your average coach isn’t the same kind of person as your average gen pop client. Fat Loss clients need a different approach that suits their experience, ability, and goals. The instinct to train your client as you would train yourself will be your most significant limiting factor in getting a successful result with them.

So where are you most likely to go wrong here? Glad you asked, here are four key areas to look at…

1. Over-Coaching

First, coaches tend to over-cue. Lifting weights safely, especially heavy ones, requires a degree of intention and control that most people walking in off the street just don’t have. Your typical gen pop client has lived a sedentary life. They have no idea how to brace their core. Forget about pulling activating the scapula or rhomboids. If you tell them to drill their feet into the floor, only confused looks will follow. If you cannot get your client to execute a movement safely and effectively without having to give them more than 3 cues, the movement is too complicated for them.

2. Trainee Level

Next, what counts as a good rep for an average fat loss client isn’t necessarily what would count as a good rep for you. Your fat loss transformation client doesn’t need you to help them place at a powerlifting meet. This all comes down to pitching the program to the relevant trainee level.

Again, for a general population client, it’s OK if their form is slightly out. What we really care about is does the movement provide the right training stimulus and is it safe. As long as we tick these two boxes, we’re good.

3. The Big Three Lifts (Squat, Bench, Deadlift)

Third, chasing the big three is probably a waste of time. Most gen pop clients have never done a barbell squat, conventional deadlift or barbell bench press. The time it will take to teach them how to perform these movements safely is time better spent doing dumbbell, single-leg and limited range of motion versions and progressing from there.

What do we mean by “limited range of motion versions”? It simply means that rather than starting with the most complex version of a movement, for example, the snatch grip deficit deadlift, we start with the least complex version.
We regress the movement pattern to the level that the trainee is able to execute safely and effectively for reps and progress from there. Let’s say the client has really tight hamstrings and struggles with keeping the spine neutral when hinging at the hips.

Let’s start this client with a rack pull from pins above the knees. Over the weeks, we can add a little bit of range of motion by slowly taking the rack pull below the knees. Once the client is comfortable there, we might introduce a trap bar deadlift. The trap bar deadlift is one of the easiest hip hinging movements to coach. Most clients will be able to execute this movement if you just tell them to “stand up keeping your back straight”.

Once they’re successfully executing this movement, you might move to snatch grip rack pulls, then conventional deadlifs off the floor, and after that, introduce the snatch grip from the floor. Only then are you ready to take this client into a deficit snatch grip deadlift.

Remember, do not train a gen pop client with movement patterns that are beyond their ability to execute.

4. Over-Training

Fourth, avoid the temptation to smash your clients with volume. Yes, we want to induce a caloric deficit, and yes, exercise contributes to the calories-out side of the energy balance equation.

But, as we already learned, gen pop clients are typically chronically stressed, so they can’t recover from excessive volume (34). Plus, they’ve probably already tried excessive volume and failed 20 times over before they came to see you. Don’t make the mistake of putting them right back where they started. We’re after quality, not quantity.

Finally, training to failure over and over again is a bad strategy for general population clients. Their ability to recover is lower than yours, plus going to failure is going to induce an additional counterproductive stress response (35).

The quickest way to injure a client with your routine is to have them take a movement they can’t correctly execute to failure for a few sets in a row. Keep your client on track and out of the hospital. Your clients should not consistently be missing reps in their sets. If they do, you’re probably spending too much time in the failure zone. Only train to failure when testing strength, and only test as needed.
**Lesson 5.4: Exercise Selection**

When it comes to choosing exercises for our general population clients, there are a couple of factors we want to keep in mind:

1. **Build a Base**

First, remember we’re trying to leave our clients with a useful base for future training. This is a big part of the reason why we use weight training for transformations. We want to train the body to move effectively under load, but the movements we pick should make sense and prepare the trainee for more complex and advanced movements in the future.

2. **Get Results Now**

Second, because we’re after a fast result, we want to choose exercises that give us the biggest bang for the buck. We don’t want our trainee in the gym for three hours five days a week trying to get an adequate training stimulus to support negative energy balance. We want the maximum amount of training stimulus in the least amount of time while keeping it safe and interesting for the client.

If we look at our options in the gym, there are a variety of resistance sources available to us.

- Dumbbells
- Barbells
- Cable Machines
- Pin Loaded Machines
- Plate Loaded Machines

We want the majority of our work here in the dumbbell and barbell range. Why?

Machines are great, but they don’t create as strong a base for progression as free weights. If you get stronger with a dumbbell, that strength will carry over to the barbell even without barbell training. If you’re using a fixed machine, however, you get virtually no carryover. You can get super strong in the incline chest machine and buckle under a light incline barbell or dumbbell bench press.

This is not to say that we never use machines. Machines are great for some movements. We want the majority of our work here in the free weight range, but we will use machines throughout our programming to support specific goals. For example, machines like leg curls are great at targeting the hamstrings, especially for a client who lacks the hip mobility for strong hip hinging movements.
Next, let’s dive into the specific movements we prefer. We’ll start with the lower body.

Remembering that general population clients seeking fat loss are not athletes, our strong preference is going to be for movements that are relatively simple. When we say “simple”, we don’t mean “easy to the point that there’s no training stimulus”. What we mean is “foundational”. For example, think of the traditional high bar back squat.

This is a more quad-dominant variation that requires good scapular stability, a strong and neutral lumbar, excellent core strength, and good ankle mobility. The high bar back squat is NOT a “simple” exercise. All is not lost, however. We can still train the squat. We just need to use a simpler version. For example, we can start with a bodyweight split squat.

From there we can progress to adding dumbbells for load or transitioning to a forward or reverse lunge movement. As the client gains confidence in these movements, we may transition to a goblet squat, then a front squat, and so on until we’ve built up enough strength, coordination and mobility to perform a proper high bar back squat.

For the deadlift, again we have a massive catalogue of options available to us. We can start with rack pulls above the knees, then below, then trap bar deadlifts. From there, we can introduce a snatch grip to the rack pull above the knee, then below, and finally, we can deadlift off the floor.

How about the upper body? The same logic goes here.

For pressing variations, there are lots of places to start before you get to a full-on barbell overhead press or barbell bench press. We love to begin clients with dips and assisted dips.

Again, we’re after the biggest bang for our training buck, and dips are great at training all of the prime movers involved in pressing variations. Incline, flat and overhead dumbbell work is a great place to start for clients who are unfamiliar with the pressing movement. This helps them drill the pattern into their muscle memory with a safe weight that lets them execute for reps.

For vertical pulling work, we’re always working toward incorporating pullups into our training. The problem is that you can pretty much count on 100% of your gen pop clients not being able to execute this movement. So, we start them with something more basic.

Using the lat pulldown with a progression of grips is a fantastic tool here. We like to progress clients from a mid-neutral grip to narrow-neutral to mid-supinated to mid-pronated. Why not wide-grip variations? We find that for most gen pop clients, they don’t have great shoulder health.
The wider we go, the more exposed we are to injure this complex joint. Are wide grip variations useful? Yes, definitely. Are they necessary to get a transformation? No, absolutely not.

When it comes to horizontal pulling, we’ll always have clients on a rowing machine before we have them doing barbell work here. The reason should be evident: pulling a barbell to your chest with 90 degrees of hip flexion is a complex movement. Sitting at a 90-degree angle and pulling is relatively basic and much safer.

The Fat Loss Fundamentals system is not a box of cookie-cutter programs for you to copy and paste with your clients. It’s a system that shows you how to build effective training programs that get epic 12-week transformations. Understanding how to select exercises that suit your client’s abilities, desires and most importantly, goals is critical to getting this right.

Don’t be afraid to incorporate a basic movement into a program. Remember, you’re not training an athlete. You’re helping someone lose fat. If they can’t execute a perfect bodyweight barbell bench press after 12 weeks, who cares? If you don’t get them an epic transformation, then you’ve got a real problem. Stay focused on the objective and let that guide your exercise selection as you modify programs to suit your client’s needs.

*In closing, examples of the exercise choices we prefer to use with Fat Loss clients can be found on our YouTube Channel here.*
Lesson 5.5: Periodizing Training for Fat Loss

Why periodize? The reason is simple. We have 12 weeks with our client to get them the most epic transformation possible. The body, being an adaptive system, will quickly re-baseline itself around the stimulus we give it. We need to vary our approach regularly to avoid this.

Where your typical coach might get four to eight weeks of results, our fat loss system consistently gets 12 straight weeks of results. Periodizing is an essential factor here. When a gen pop client plateaus, they stop seeing results and given their history of failure, they are quite likely to lose motivation and compliance and fail to achieve a transformation.

Clients don’t plateau on our system. We keep the training stimulus varied, interesting and effective, so instead of getting four to eight weeks of results, we get twelve weeks of results.

Our goal for beginner fat loss clients is to increase total work volume throughout the program.

Three factors go into work.

\[ \text{Work} = \text{Reps} \times \text{Sets} \times \text{Load} \]

We want work to go up over time. This means that we start with a relatively low training volume. Remember, our typical fat loss client is chronically stressed, undernourished and struggles with recovery. We don’t want to make things worse by smashing them in the gym. But we do want to start preparing their body for increasingly complex and heavier movements.

Our typical fat loss program has three separate phases of four weeks each giving us a total of twelve weeks to make a difference.

For beginners, our strategy is to manipulate total work by increasing the number of sets in each workout. Of course, our clients will be getting stronger as we go, so we will also be increasing the load, but we can’t increase everything in the work equation at the same time.

To keep things manageable, as we increase load and sets, we decrease the reps per set. This is what you would expect in any traditional approach to program design. As the load goes up, you have to reduce the reps. The same principle applies here.

For a three-phase program, we will start a beginner with somewhere between 18 to 24 sets per workout with each of those sets consisting of 10 to 12 reps. Each phase we add 4 to 6 sets but decrease the reps to accommodate the higher load. By the end of phase three, this trainee will be doing between 26 and 32 sets per workout at 6 to 8 reps.
When it comes to the number of exercises to spread these sets over, we like to work up from 7 exercises in the first phase to 8 in the third. We arrange these into supersets for maximum time efficiency.

When there are 7 exercises, we’ll structure it as an:

- A1/A2
- a B1/B2
- then a C1/C2/C3

For 8 exercises, we generally like to go with giant sets if the gym can accommodate them. So something like this:

- A1/A2/A3/A4
- then a B1/B2/B3/B4

If we don’t have as much room in the gym, we can break it up, say into an:

- A1/A2
- B1/B2/B3
- then C1/C2/C3

The idea is that we want to cluster complementary work closely together for time efficiency. We want the most impact in the least amount of time.

You could stop here and move on and feel comfortable that this system will work for your beginner fat loss clients, but let’s take a little time to walk through what’s really going on with this arrangement. Our goal is not to just show you what to do, but why to do it.
First, it’s worth considering what’s going on with the load in this progression. Let’s say we start a client off with a 40-kilo trap bar deadlift and work them up to 80 kilos over the 12 weeks. The reality is that this is very conservative for a beginner client, but it works all the same for illustrative purposes.

At first glance it may seem like total work is going down over time. If we’re starting at 18 sets for 10 reps and finishing at 26 sets for 6 reps, that’s actually a reduction all things being equal. This is why we have to take load into account. Once we calculate total work, things come into focus. Despite the fact we’re moving the bar fewer times, we’re moving relatively more weight, so total training volume is actually going up.

Don’t underestimate just how much work this periodization scheme adds. From the lowest starting point to the highest ending point, we’re adding well over 2x the total work. Adaptations aside, this is a significant increase that supports maximizing the calories-out side of the energy balance equation.

The reality is that we have to ramp up like this if we want continuous results over the twelve weeks. Your typical fat loss client will come in at a low baseline and adapt quickly, so you have to stay ahead of their adaptations if you expect their progress to be continuous.

The second thing to note is what’s going on with training density. We get roughly one hour with our clients for each workout. As the overall work increases, we’re increasing the amount of work per unit of time. This is important as increasing the density of your training is one of the most potent ways to force adaptations. In this case, we’re triggering an increase in muscle mass, and muscle is our best friend when it comes to burning fat.

We have a couple of additional principles to consider when designing our program for beginnings.

For beginners, we’re looking for significant impact, so that means we program full body sessions for every session. We want to train both the anterior and posterior lower body as well as push and pull with the upper body IN EVERY SINGLE WORKOUT. As we structure our super and giant sets, we alternate between complementary upper and lower body exercises.
Lesson 5.6: Periodizing Cardio for Fat Loss

In our Fat Loss Fundamentals course, we periodize everything because we want to produce the most epic results in the gym. We don't want you to be an average coach.

We want you to be a world-class coach and being world class means not just being aware of and ready for your clients’ plateaus, it means knowing when they’re coming and doing something about it before they ever arrive. When you only have 12 weeks to get an epic transformation, you don’t have time for plateaus.

We see too many coaches not take the cardio needed to drive the calories-out side of the energy balance equation seriously. This is why those average coaches regularly run into roadblocks as they seek to continually strip fat off their clients.

By taking a smarter approach, and by recognizing that your client is going to adapt so you should do something about it, we get non-stop results for our whole twelve weeks with a gen pop client.

We match our cardio periodization scheme to our training and nutrition. That means we have three four-week blocks to fill with activity.

In the first phase, our clients should perform 2 sessions of 30 minutes of Low-Intensity Steady State Cardio (LISS). We want to see the heart rate at 60-65% of their calculated maximum heart rate.

Pretty much any exercise will get the job done here. The stair-climber machine, cross trainers and various forms of exercise bike are all excellent choices. For reasons we’ll discuss later, we do prefer to avoid walking and running movement patterns here.

These interfere with our programming for Non-Exercise Activity Thermogenesis (NEAT). If your client’s a keen runner and just won’t do any other type of LISS, make sure they take off their tracker or otherwise remove any steps associated with their cardio from the NEAT you will later prescribe for them.

When it comes to LISS cardio, progression is fairly straightforward. We increase the total volume.

We can manipulate sessions or time, but our goal is to add another session’s worth of LISS in the second phase. You can give your client the freedom to do this as two 45-minute sessions or three 30-minute sessions. Either way, they’re getting an extra 30 minutes of LISS in per week.

In week three, we increase by another 30 minutes. Again, your clients can have the choice: two 60-minute sessions or three 40-minute sessions, it’s all the same in terms of calories-out.

LISS may sound like a boring way to lose fat, but it is an essential component in any rapid fat loss program. It lets us continue to drive the calories-out side of the energy balance equation without smashing our client with stressful training.
Remembering that these clients are typically already in a chronically stressed state, we can’t use weight training 100% of the time or we will never get them back into the parasympathetic state we need them to be in for recovery. LISS allows us to increase the energy expenditure of our clients without inducing a stress response.

Adding LISS, especially as active recovery on the days our clients don’t weight train, helps ingrain a pattern of daily activity. Often, we see coaches and clients alike confusing the need for recovery with a license to be inactive all day. The human body, when performing optimally, does not want to sit around all day binging Netflix. It has evolved to do work, so we want to ensure we’re programming in some kind of work each day.

The vast majority of your fat loss clients will benefit from this periodized approach to LISS. It will provide tremendous support for their fat loss journey as well as change their relationship with physical activity. But what happens when you have a client who needs a bit more?

Well, let’s start with what “a bit more” is.

Some fat loss clients come to us already relatively lean. Maybe they’re starting at 15 to 18% body fat. An epic transformation for this client is to get well into the single digits.

This kind of client has already lost most of the easy-to-lose fat they may have carried in the past. Maybe they’ve never had an excessive amount of body fat, but they’ve also never been able to get to a photo-ready physique. You need stronger tools than LISS to address fat loss with these kinds of clients.

There are two tools you can employ. First, you can upgrade to phase 3 of our periodized cardio scheme by introducing interval training. Many coaches miss the difference between Interval Training and its brother, High-Intensity Interval Training. These may sound the same, but they are very different animals.

We’ll work with Interval Training first. Instead of our usual 120 minutes of LISS, we replace it with two 30-minute session of Interval Training. We want a 1-to-3 ratio of work to rest, so 30 seconds of work followed by 90 seconds of rest. Heart rate should be 70 to 80% of max during the work sessions.

You can use any exercise that lets the client safely get to this intensity. Sprints are a great tool, but again, remember to disregard any steps accumulated so that they don’t interfere with our NEAT prescription.

A second tool we can use is the hybrid method. This incorporates High-Intensity Interval Training (HIIT) with LISS to help attack stubborn fat. Stubborn fat is fat that has a relatively high proportion of alpha receptors to beta receptors.

*These receptors serve as the gatekeepers to fat mobilization. When the alpha receptor is active, it will not release fat stored in its cell* (36-39). These fat cells are called stubborn because they have too many alpha receptors, so there are too many gatekeepers refusing to let the fat out of the cell.*
Luckily there is a way to “pick the lock” of these alpha receptor-dominant fat cells. As it turns out, fat cell alpha receptors are inhibited by stress hormone (36-39). We can use this feature to our advantage by inducing a massive surge in stress hormone thus neutralizing the alpha receptors on this stubborn fat. Standard resistance training, LISS and even Interval Training alone do not generate enough of a stress response to inhibit these receptors.

This is where HIIT comes in. HIIT is typically performed at or above 80% of our maximum heart rate. Let’s be clear about training in this range: HIIT is exceptionally uncomfortable. It’s so uncomfortable, in fact, that we need ample recovery to do it for any period of time.

For our programming, we like to see a one-to-five ratio of work to rest. Our approach is to program 20 seconds of work followed by 100 seconds of active rest, then repeat for 20 minutes. An example of this might be 20 seconds of maximum effort hill sprints followed by 100 seconds of walking.

At this point, the client will quite literally feel like dying. Their speech will be impaired. They will find it difficult to walk or do anything other than lie on the gym floor. We have induced a tremendous amount of stress to the body which will flood the alpha receptors of our stubborn fat with inhibitory stress hormone.

Give the client 5 minutes of complete rest to allow this process to finish. When we say “complete rest”, we mean genuinely complete. Your client will just lay there for a full five minutes.

Once recovered, help your client up and get them doing 20 to 30 minutes of LISS at no more than 60% of their max heart rate. Why? Well, we’ve just finished unlocking and mobilizing fat energy stored in our most stubborn fat cells. We need to do something with it, or the body will just store it again. This 20 to 30 minutes of LISS will ensure we drain the blood of this excess energy so that there is nothing left to store.

For both the Interval Training and HIIT upgrades to our cardio periodization plan, there are some essential rules to follow:

- **First**, you shouldn’t use these methods with a complete beginner. Just as you wouldn’t put a someone new to weight training under a barbell for an ass-to-grass high bar back squat, you shouldn’t repeatedly take an untrained client to 80%+ of their max heart rate. This kind of activity requires progressive training just like anything else. Failure to adequately prepare your client for this kind of training is a sure fire way to get them injured or get you fired.

- **Second**, you shouldn’t use these methods if you don’t need them. Remember, we’re after the maximum possible result with the minimum possible effort. If your client is over 20% body fat, they have plenty of regular fat to burn with LISS. Tackle that fat before you start worrying about stubborn fat.
Always be sure to keep tools in your toolbelt in case the ones you deploy don’t work or stop working. If you use all of your tools in the first session, you’ll be out of answers when things get challenging.

Finally, be sure your client is mentally ready for this approach before you implement it. Real HIIT is effective at getting from lean to very lean, but it sucks for your client. If they can’t handle it, there’s no reason to program it.

Again, in the training templates section of this textbook we have examples of this all put into practice for your perusal.

Lesson 5.7: Periodizing NEAT for Fat Loss

The last component of our exercise programming for gen pop clients is Non-Exercise Activity Thermogenesis or NEAT. It should come as no surprise at this point that in this course for mastering fat loss system, we periodize NEAT.

When you analyse what goes into NEAT, it’s evident that for maximum fat loss, we need to periodize this type of activity, but for some reason, most coaches set their clients a 10-thousand step goal and move on. Why periodize NEAT?

Well, the body gets more efficient at NEAT the more it does it. If you walk 10-thousand steps every day, you will burn relatively fewer calories each week you do it. The body is an adaptive system, and when it comes to activities like NEAT, it’s very good at optimizing and conserving energy.

On top of the body getting more efficient over time, our client will also lose weight. That means they have less body weight to move around. Those 10-thousand steps result in less and less total work. If we don’t make up the weight loss in additional volume, we’re losing caloric burn.

Another reason is that the body is constantly fighting for homeostasis. During a twelve-week program with us, we’re forcing the body to do more work on fewer calories than it’s used to. We need a caloric deficit to lose fat after all. The body doesn’t like this situation at all.

It wants to balance calories-in and calories-out. If we reduce the calories going into a client, then increase the calories going out of them, the body will try to compensate in any which way it can. If the client complies with our nutrition plan, the body is stuck with the same calories-in, so what does it do? It tries to reduce calories-out by reducing NEAT.

The bottom line is that to avoid plateauing due to adaptation, we have to periodize. This is true with nutrition, training, cardio and, of course, NEAT.
So, how do we periodize NEAT?

We employ a simple linear progression. Depending on where a client is starting, they start at anywhere between 8,000 and 10,000 steps each day. At each phase, we add 2,000 steps. A completely inactive client starting with us would begin with 8,000 steps in phase 1, then they progress to 10,000 in phase 2 and finish off at 12,000 in phase 3.

**So something like this depending on the client starting point:**

- Phase 1: 8,000-10,000
- Phase 2: 10,000-12,000
- Phase 3: 12,000-14,000

**It’s that simple!**

Just like training, we insist that clients track steps. We want accountability, and tracking is the best way to ensure your clients comply with the program. Any tool that suits your client will work here.

Fitbit, Apple Watch, a phone in the pocket, whatever works. The key is to track and to execute consistently.
Lesson 6.1: Locking in Fat Loss Results

You’ve followed The Fat Loss Fundamentals system to the T. You’ve given your client effective strategies to manage their stress and sleep. You’ve periodized their nutrition, training, cardio and NEAT. You’ve coached compliance the whole way.

Congratulations! You just got your client an epic transformation.

OK. Now what?

This is where even good coaches can fail their clients.

The methods taught in this textbook are a system for rapid fat loss. It is not a set and forget template. That means you can’t just copy and paste it onto the same client and expect the results just to keep coming in. You get one twelve-week transformation per client, and that’s it!

At Clean Health Fitness Institute, when we get an epic transformation, we want to help our client lock that result in. We offer many courses on both training and nutrition that can teach you the deep science behind how we do this, but for now, let’s just focus on some key elements that you can use with your clients to help them not rebound back to where they started.

First, we do not follow a fat-loss training regimen with more fat loss training. Even if our client still has a lot of weight to lose, it’s dangerous to stay in a pure fat loss mindset. The body is an adaptive machine, so we know we will eventually hit a plateau. We cannot keep deploying the same strategy over and over again expecting the same results.

Once a client has finished their first twelve weeks with us, we like to transition them to a hypertrophy or functional hypertrophy program. This lets us take advantage of the fact that we’ve created a strong base of a healthy lifestyle and effective nutrition, and we’ve developed enough skills under the bar to start building muscle. Regardless of whether we’re working with men or women, we want to increase lean mass. Lean mass is the tissue that consumes fat mass. It’s as simple as that.

Second, we like to bring calories back to a more manageable level. For most clients, this is going to be around a 5 to 10% deficit. For more advanced clients, we may place them back at baseline. In all cases, we need to increase calories for a period to stave off unwanted metabolic adaptations.
Remember, the body is fighting for homeostasis. The longer we stay in a deep deficit, the harder it will fight to get back into balance. If we push too hard for too long, we will create excessive levels of fatigue from which the client will be unable to recover. As coaches, we should anticipate and avoid this situation.

Finally, we don’t let the base of good habits we’ve developed go away. All of the prescriptions we’ve put in place for stress, sleep, healthy food choices, effective training, and NEAT stay in place. We don’t want our clients to think of their twelve weeks with us as having a definite end.

Spend time with your client. Understand what their next goal is. Build a holistic program that focuses on that for another 12-week block. Remind them that after building a base of muscle, losing even more fat will be easier and more rewarding.
## 10. Programming Templates

### 12 Week Periodisation Overview

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<thead>
<tr>
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</tr>
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## Phase 1 (Weeks 1-4) Overview

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<td>8,000-10,000</td>
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<td>Workout B</td>
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### WORKOUT A  (Mon & Thurs)

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<td>B2</td>
<td>45° Incline DB Press</td>
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<td>C1</td>
<td>45° Back Extensions DB on Chest</td>
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### Phase 2 (Weeks 5-8) Overview

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<td>C2</td>
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**Phase 3 (Weeks 9-12) Overview**

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<td>Workout B</td>
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<td>Saturday</td>
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### WORKOUT A  (Mon & Thurs)

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<td>Incline Hammer Curls</td>
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<tr>
<td>C3</td>
<td>Reverse Crunches</td>
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### WORKOUT B  (Tues & Fri)

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<th>Tempo</th>
<th>Rest (sec)</th>
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<th>Set 2</th>
<th>Set 3</th>
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11. REFERENCES


