



THE CLEAN HEALTH

ONLINE PT

GUIDE

*Your number 1 resource to
build a successful online
coaching business today!*



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ONLINE PT GUIDE

1. About Clean Health

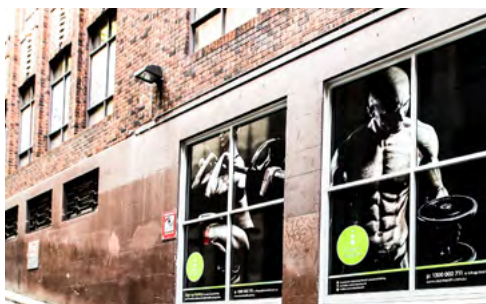
Since 2008, Clean Health has been regarded as Australia’s top fitness industry educator and personal training organisation.

We have certified over 30,000 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. We have developed a reputation as pioneers in the health and fitness industry worldwide!



Our first high-end training studio was opened in 2012 and between 2008-2019 we facilitated over 250,000 personal training sessions with clients in our boutique gyms.

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 and media channels such as Channel 9 with Kerri Anne, Fitness First Magazine and Nine MSN’s Health and Well-Being. Our experts have presented at some of the most significant health and fitness events in the world including FILEX, MEFIT Summit, and the Australian Fitness Expo.



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

We stay true to our legacy of our course content being created by the trainers for the trainers. We 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.

2. Why this Guidebook

We have created this guidebook as a reference tool to show you how we have on-boarded over 30,000 individual online coaching clients at Clean Health from around the world since 2010.

Over the years, we have found that an educated client is a result focused client. The more they know, the easier it is to get a result from their personal training program.

We recommend you use a similar framework for your own clients to assist them in achieving the best possible outcome. It will not only help them get better results but also decrease the time you spend doing after hours administration work for those very clients. This will enable you to not only better service them but facilitate more time for new clients and grow your personal training and coaching business.



You will see in this book that we have provided both paid and free options for various applications and software you would expect to be using with your clients, depending on your budget.

3. Your Client's Online Program

3.1 Overview

The simple system we have used at Clean Health since 2010 to deliver a personalised online coaching program experience to your clients is outlined below, which we also teach at length in our **Performance Nutrition Coach Level 1 certification**.

[Click here to find out more about Performance Nutrition Coach Level 1](#)



12 Week Online Coaching Program Inclusions

1. 12 weeks of tailored training programs, with lifestyle, nutrition, and training recommendations
2. Ongoing support throughout their program via any combination of email, WhatsApp, or the relevant coaching software, such as iNutrition Pro or Trainerize.

How it's Delivered

1. Once the client has filled in all relevant pre-screening / intake forms, an online video meeting is scheduled.
2. An initial 45–60-minute video consultation via either Google Meet-Up or Zoom or similar is facilitated.
3. A 20–30-minute follow-up consultation within the first week. This is to brief the client on their training and nutrition program that you have created. Spend more time in the beginning, so you spend less time in the end!
4. Monthly follow up video consultation for 20-30 minutes to review progression, go through new plans and other important details.
5. Weekly Biofeedback check-in response via Google Sheets / Dropbox or iNutrition Pro coaching software.

Summary

1. Week 1: 45–60-minute video conference initial consultation
2. Week 1: 20–30-minute video conference follow ups
3. Weeks 4, 8 and 12: 20–30-minute video conference follow ups
4. Total time spent online = 125 mins-180 mins (2-3 hours)
5. Weekly administration time (Biofeedback/email/WhatsApp) = 10 minutes
6. Total time spent with ongoing admin = 120 minutes
7. Grand total over 12 weeks = 245 minutes-300 minutes (4-5 hours).

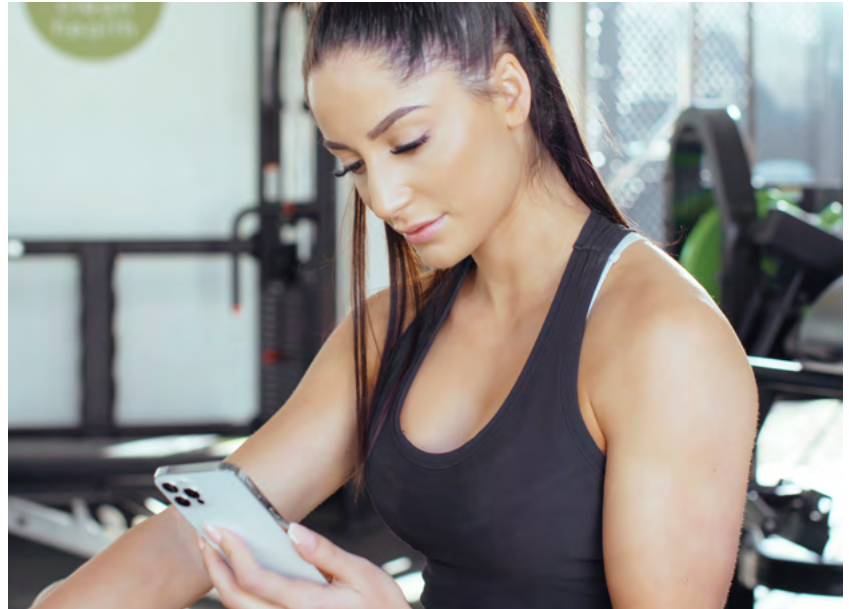
Business Opportunity

1. 4-5 hours / 12 weeks = 30 mins per week average
2. 40 hours divided by 30 minutes per client = 80 clients
3. We found our coaches can facilitate between 60-100 clients per week based on this system and their level of experience and proficiency.

Trainer Earning Potential

We recommend charging \$50 per week per client (\$600 for 12 weeks) for this all-inclusive, lifestyle, nutrition and training system which is packaged as the solution to your client's needs.

Please Note: Your weekly rate is reflective of your industry experience and client base, which could range from \$30 to \$150 a week (\$360 to \$1800 for 12 weeks).



Example earning potential is as follows:

Clients	\$ / Week	Total \$ Per Week	Total \$ Per Annum
60	\$50	\$3,000	\$156,000
70	\$50	\$3,500	\$182,000
80	\$50	\$4,000	\$208,000
90	\$50	\$4,500	\$225,000
100	\$50	\$5,000	\$260,000

The Initial Consultation

After the client's initial email, a 45-minute initial consultation will be set up via video conference (discussed in section 4.2) for you and the client. This consultation will go over the client's completed forms and other aspects of the program including:

1. Initial questionnaire
2. Food log
3. Past training programs
4. Girth and skinfold measurements

5. Photos
6. Functional Movement Screening
7. Braverman Assessment
8. Metabolic Typing Assessment
9. Any further questions the client may have you.

Within 48 hours of the initial consultation

1. You as the coach will contact the client to organise their follow-up program briefing via video conference for 20-30 minutes.
2. The client will receive the first phase of their training program with detailed descriptions on how to execute the program, and a video demonstration of each exercise.
3. The client will receive a complete meal plan based off their current body composition, goals, and dieting history. This is delivered via our online coaching app iNutrition Pro. Alternatively they have the option of using My Fitness Pal or another app to enter their foods based on their personal preference and your recommendation.

Ongoing Delivery of the Program

1. Weekly check-ins – the client will fill in their program, Biofeedback tracking sheet and any other data you request via the iNutrition Pro coaching app, Dropbox or similar
2. You will be in contact with the client each week to provide feedback on what needs to be adjusted. You will contact the client at the time that was agreed in your initial consultation.
3. The client's ongoing training programs will be modified every three to four weeks depending on the coach's recommendation.
4. Nutritional adjustments will be made on a week-to-week basis to maximise continuous progression and consistency.

An example of the weekly Biofeedback tracker can be found in the next section if you don't have iNutrition Pro, which you can trial for free for four weeks.

3.2 Weekly Tracking Templates

At the beginning of the client's program and at various points throughout, it is important to measure how their body is progressing and responding to changes.

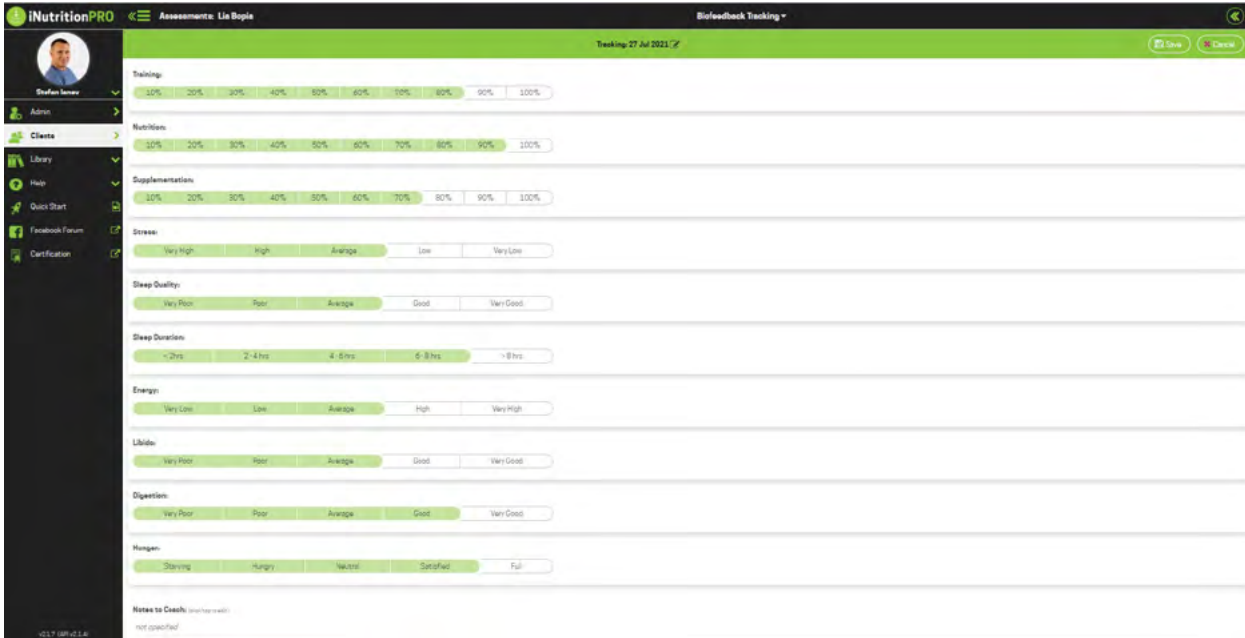
There are three primary ways that we will measure these changes:

1. Biofeedback Tracking

The weekly biofeedback tracker monitors the client's adherence to the program as well as various biofeedback markers such as energy, hunger, and libido. This provides

you, the coach, with relevant feedback to adjust their plan.

Each week the client will be required to fill in the biofeedback tracker for the previous week and submit it to you on your agreed to check-in date. If you are using the iNutrition Pro coaching app, the client will automatically receive an email notification



each week to fill in the biofeedback tracking sheet.

If you prefer using Dropbox, you will send your client an Excel document that they will complete and submit back to you each week. See below for an example.

CHF1 GROUP WEEKLY BIO FEEDBACK TRACKER

MEASUREMENTS	MEASUREMENTS	LIFESTYLE	LIFESTYLE	LIFESTYLE	LIFESTYLE	LIFESTYLE	NUTRITION	NUTRITION	NUTRITION	NUTRITION	TRAINING	TRAINING	TRAINING	COMMENTS	
Week	Morning Weight	Water Consumption	Sleep Duration	Sleep Quality	Morning Energy	Libido	Daytime Stress	How consistent were you to your supplement protocol?	Digestion	Hunger/Appeal	How consistent were you to your workout?	How much are you looking forward to your training session?	Training Energy	How consistent were you to your sleep target?	Any Additional Notes (Additional info you find to be important that your coach should know)
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															

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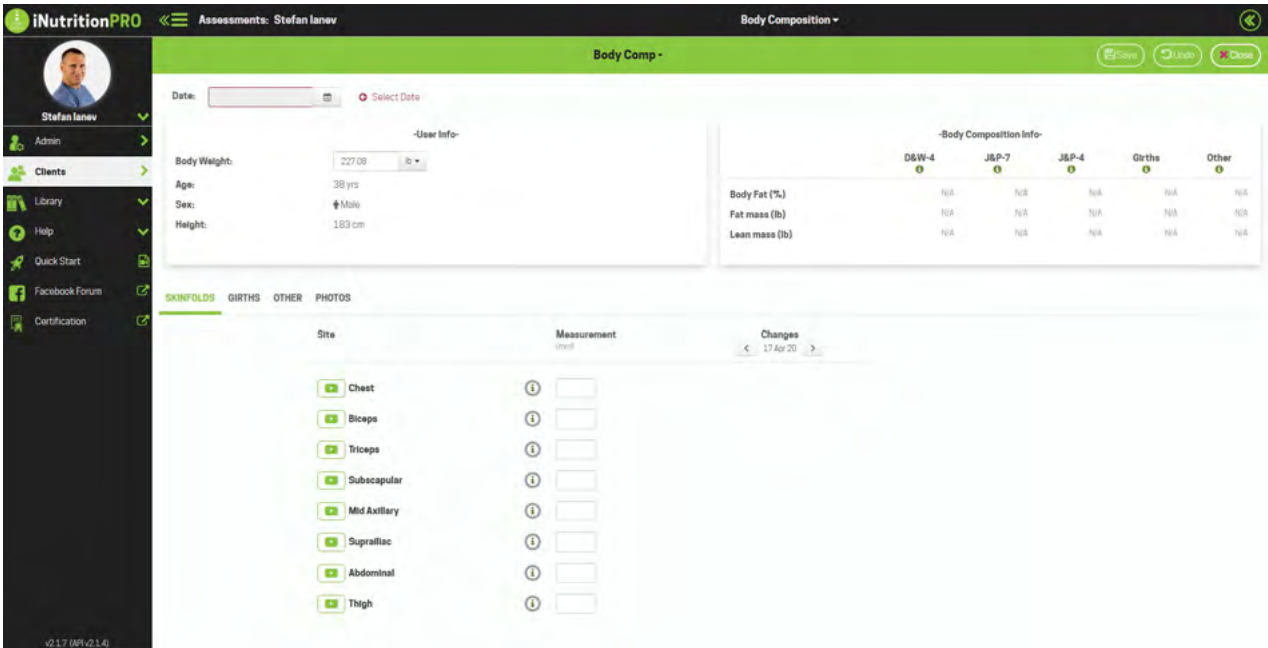
2. Body Composition Tracking

Tracking changes in client's body composition is essential so you can assess if their plan is working or not. Visual changes can take weeks or months to come about, and their body weight alone is not always reflective of the ratio of lean mass to fat mass lost or gained.

We use two methods, skinfolds and girths, for tracking body composition.

Each week, as part of your client's check in, ask your client to provide you with one of the above, or ideally both. You will show them how to take the measurement during the initial consultation either on their own, or with the assistance of a partner.

You will instruct them to input the relevant measurements into the iNutrition Pro coaching app each week.



Alternatively, you can provide your client with an Excel body composition tracking document:

SKINFOLD TRACKING

Date	Weight (kg)						
Chest							
Biceps							
Triceps							
Subscapular							
Mid Axillary							
Suprailiac							
Umbilical							
Quad							
Calf							

GIRTH TRACKING

Date	Weight (kg)						
Neck							
Shoulders							
Chest							
Right Arm							
Left Arm							
Abdominal							
Iliac							
Hip							
Right Thigh							
Left Thigh							
Right Calf							
Left Calf							

[Download](#)

3. Biometrics Tracking

Daily biometrics tracking allows your client to track metrics such as their body weight, steps, and heart rate variability (HRV). They can use a smart watch or another device over a period of seven days and average it out over the week.

These metrics can be very useful in helping you adjust your client's training and nutrition on a week-to-week basis. Depending on the device used, they may be able to export their data and upload the report into Dropbox for you to view.

Alternatively, they can enter their data into an Excel spreadsheet provided by you and upload it to Dropbox as per below.

BIOMETRICS TRACKING SHEET

Day	Weight	Resting HR	HRV	FG	Temp	Steps
Mon						
Tues						
Wed						
Thurs						
Fri						
Sat						

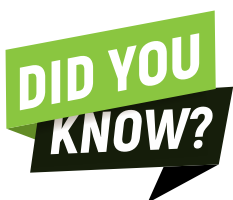
[Download](#)

4. Accessing your Program

4.1 Dropbox

Dropbox is a file sharing software that we use to store your documents such as:

1. Weekly tracking documents
2. Blood test results (if deemed necessary)
3. Media files for training videos and photos
4. Miscellaneous documents
5. Meal plans
6. Training plans.



You can get access to a free version when starting out, and then you can upgrade to a paid version later if that suits your circumstances.

You can download it for free directly via the App store or on their website clicking the image below.

Alternatives:



[Download](#)



iCloud Drive

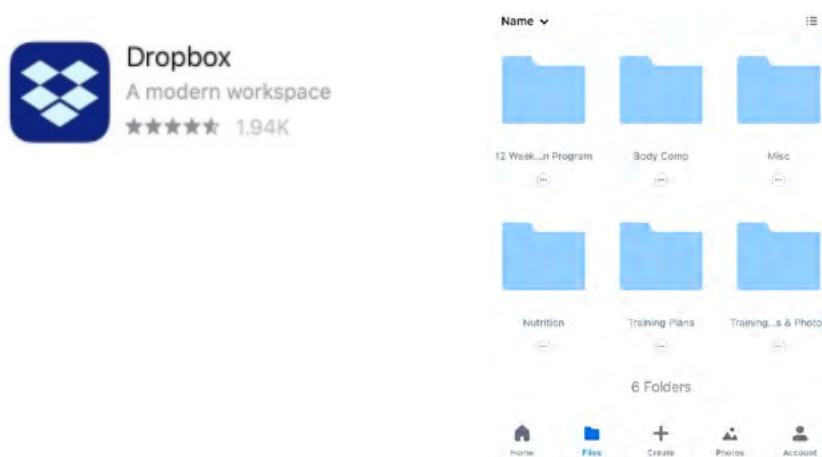


Google Sheets

Step 1: Accessing your Dropbox

1. You will send your client a direct Dropbox link after your initial consultation. Please allow yourself 24 hours to get this across to them as you need to ensure all their files are up to date ahead of starting their regular training sessions.
2. Instruct the client to follow the link in your email to access their personalised folder.
3. When you or your client adjust these documents or files, the new changes will be automatically synced to their personalised Dropbox account. You will both need an active internet connection be able to view and make changes to the files.

We recommend our clients download the Dropbox application on their phones so it will display like the image below:

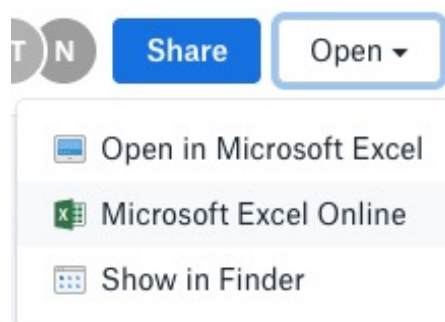


Step 2: Making changes to client files

1. Your client will be updating the weights in the training plans when they are doing the workouts at home or their own gym.
2. If they are wanting to make changes to their files, they will need to do this via the web browser, or the Microsoft Excel mobile app. See below for instructions.

Microsoft Excel Online

They will need to click the 'Open' then select 'Microsoft Excel Online'.



Once they have made the changes on the Excel online document, they will need to click 'save and return to Dropbox'. They do not need to share the document with you once they have made changes as you already have access to this document.



Step 3: Having trouble?

1. If they are having trouble accessing your Dropbox link initially, instruct them to go through their email inbox as sometimes activation emails can get lost or end up in their junk folder.
2. If they can still not find it, instruct them to email you and you will be able to re-send the activation email.
3. If they have any trouble throughout the duration of their program, instruct them to notify you by sending an email explaining what they are experiencing.

4.2 Zoom

Zoom is an online video conferencing software that has both desktop and app versions. It allows you to share screen and connect to clients around the world.

We have used it at Clean Health since 2017 to deliver online coaching services to our clients globally, and now it is your turn!

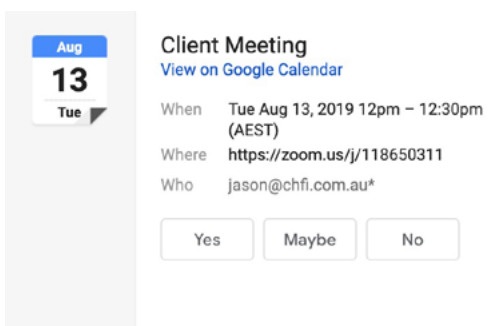
You can download it for free directly via the App store or on their website clicking the image below.



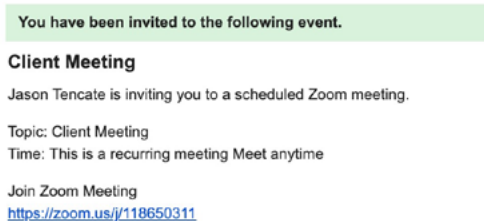
Alternatives:



Step 1: Create Meeting Invitation



You will send them a meeting invitation once you have arranged an agreed meeting time. Once received, instruct the client to click "yes" to accept your meeting time.

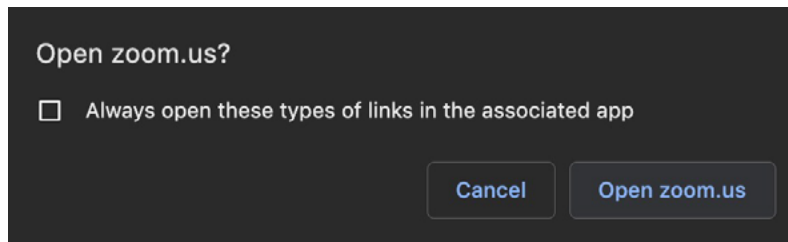


Step 2: Joining the Zoom Meeting

At the time of the Zoom call, instruct the client to click the meeting link to join the call. This will automatically open another browser window for them.

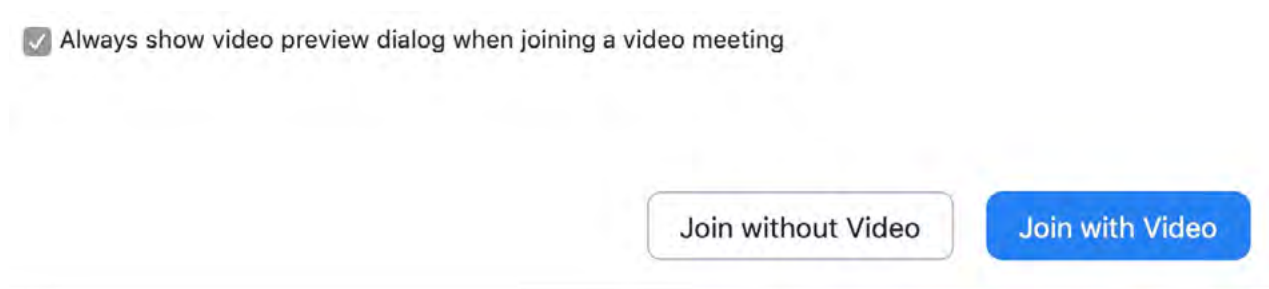
Step 3: Opening Zoom

Once a new browser window is automatically opened, they will get this message. Instruct your client to click “Open Zoom.us”



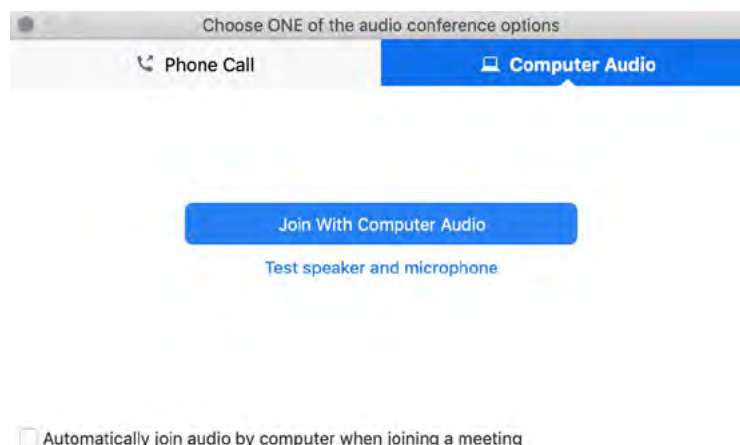
Step 4: Join with Video

They will now start getting connected to the video with you and will then click “Join with Video”.



Step 5: Join with Computer Audio

Once they get this pop-up message, they will need to click “Join with Computer Audio”. Once this is clicked, your Zoom call will be up and running with your client.



There are various paid versions of Zoom that have extra features over the free version. Details of packages are on their website.

4.3 Inutrition Pro

iNutrition Pro is an easy-to-use, revolutionary nutritional software program which is customisable to your client's individual taste preferences, while working toward their body composition goals.



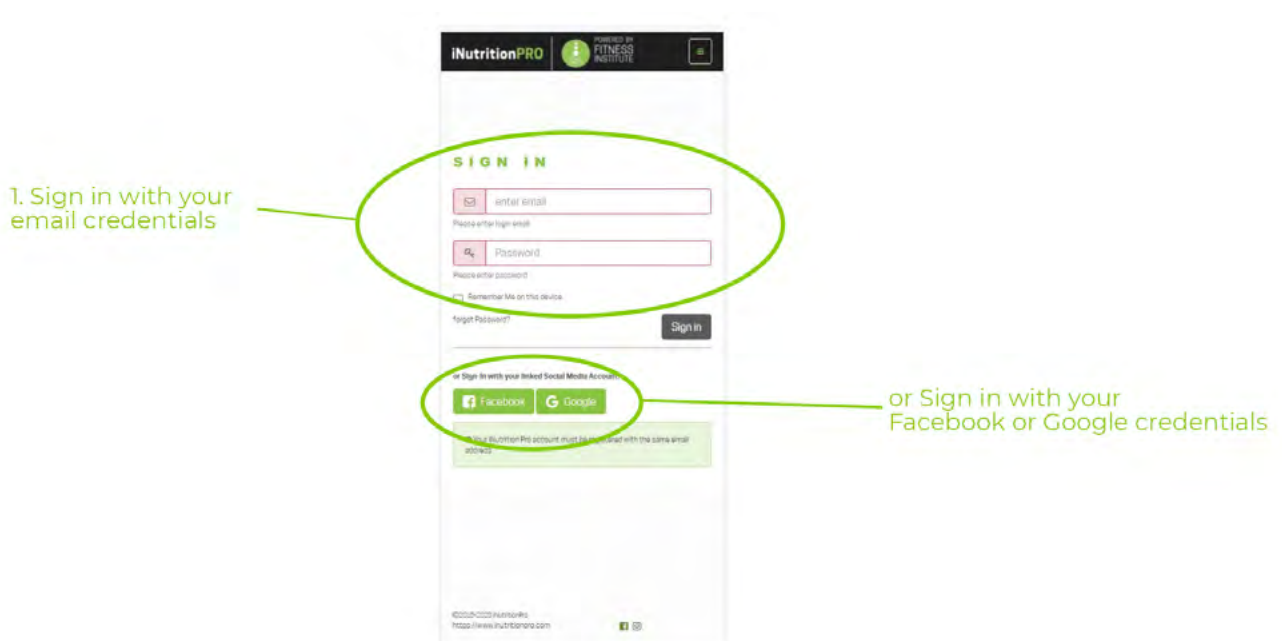
It was created by Clean Health founder Daine McDonald, and Clean Health Head of Research and development Stefan lanev back in 2014 through our original gyms. This was a way of systemising the diet design for over 500 Personal Training appointments per week in our original Sydney gym.

After you have set up an account for your client, they will receive a confirmation email with the subject; 'iNutrition Pro New Account Activation'. The client will then open the email and follow the link to activate their account and set up their password.

Once activated, they can access the software on their computer, tablet, or phone.

Step 1: Client Login

The client login URL is <https://login.inutritionpro.com/> which will take them to the following screen:



Click here to start pre-screening



They can go ahead and complete the questionnaire by clicking the plus button at the top left of the screen.

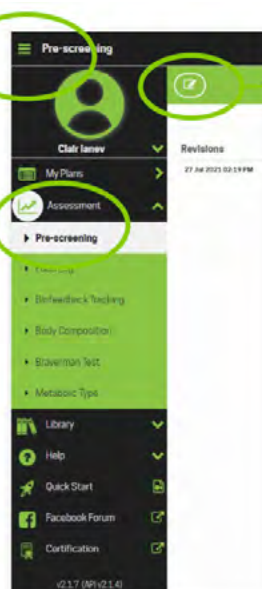
Once they have completed the pre-screening questionnaire, they can check the Assessment tab to see if there are any other assessments that you have requested for them to complete such as the Braverman or Metabolic Typing assessment.

If they are on a mobile device, they can click the three lines at the top left of the page to bring up the Assessment tab as shown below.

1. Click the three lines at the top left of the page to bring up the Assessment tab

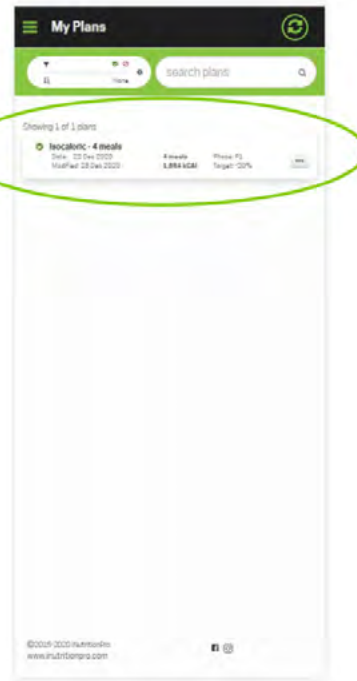
2. Click "Pre-screening" section

3. Click here to start



Once you have prepared their meal plan, they can access it from the My Plans tab. From here they will be able to see all their active meal plans.

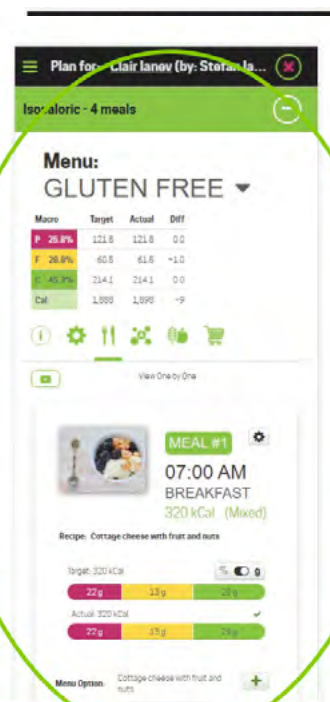
Active meal plans will be available and displayed here



You may set out one or more meal plans for the week. For example, a meal plan for training days and a meal plan for non-training days.

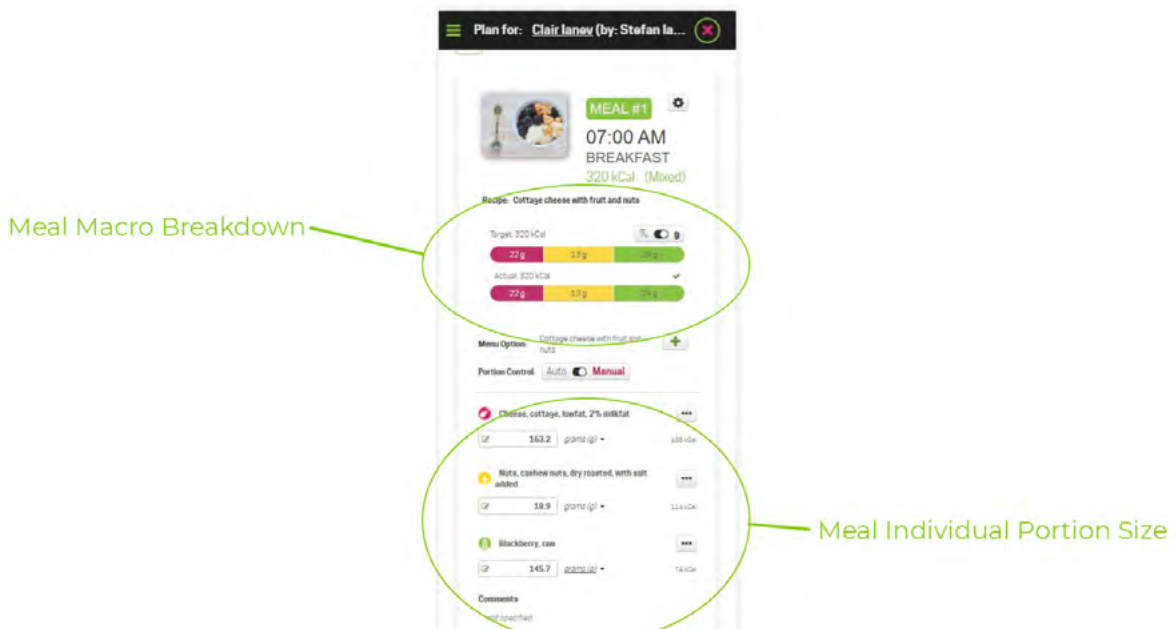
Click on a meal plan to view it.

Meal Details



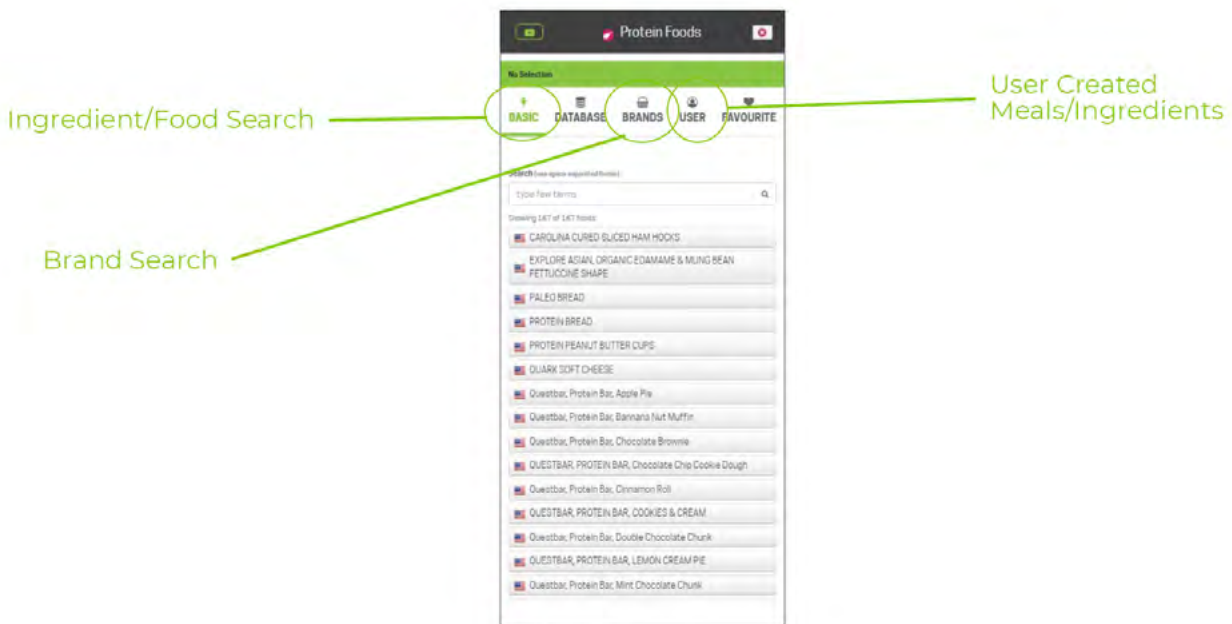
At the top of the page, you will see the macro breakdown for the day.

When you scroll down you will see all the meals with the food portions underneath each food.



You can add a new food by clicking the plus button or swap out a food by clicking on it. This will bring up the food selection menu, where you can streamline your search by category.

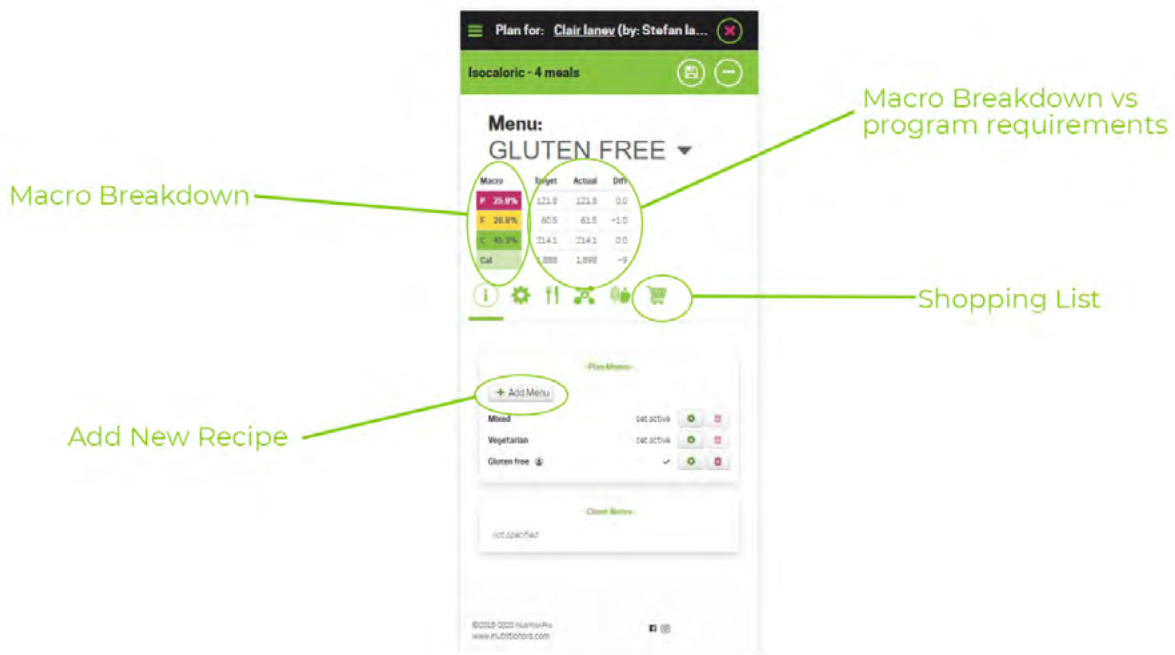
There are over 800,000 foods from multiple food databases across the globe including cooked and uncooked portions.



When you select a new food, the portions will be automatically adjusted to fit your macro targets for that meal. You can also switch the portion control to manual, so that you can manually adjust the portion size for each meal.

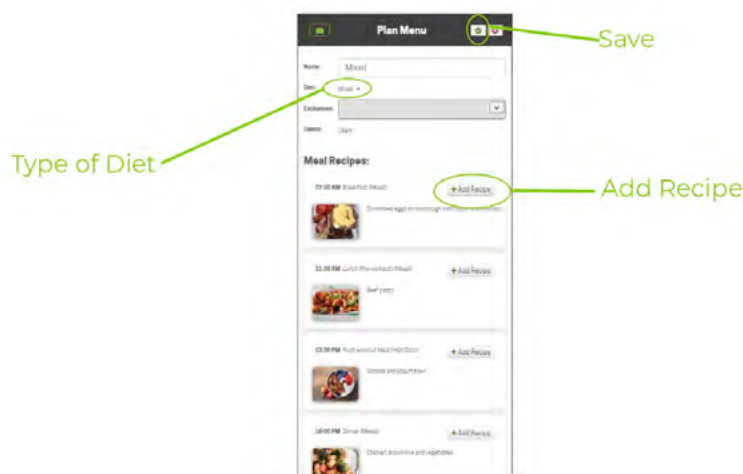
When you are in manual mode, the software will notify you if you are over or under your macro target for that meal and for the day. This is particularly useful when eating out and your food portions are set.

You can also swap out entire recipes and create your own food menus by clicking on the Info icon.



Step 4: Add New Recipe

Click the Add Menu button to add a new recipe.





From here you can add multiple recipes for each meal on your menu. You can select from over 100 premade recipes, or even create your own.

The iNutrition Pro software also allows you to do other things such as check your daily micronutrient totals, adjust the size of your meals, and print out a PDF of your meal plan to stick on your fridge. It can also generate a daily shopping list based on the food menu you have selected.

For a more complete guide on how to use iNutrition Pro, make sure to watch the client onboarding guide which you can [access here](#)

If your client is experiencing any difficulties with their iNutrition Pro account, they can email the iNutrition Pro team [HERE](#).

4.4 Your Training Program

Your client's training phases will resemble the below layout. It is important to understand how to read it because if misinterpreted incorrectly it will limit the results and effectiveness of their program.

These programs can either be viewed on your PC desktop or through the Microsoft Excel App.

The first tab is a weekly overview/summary of their program.

Step 1: Interpreting weekly overview

- Column 1: Day of the week
- Column 2: The workout your client is required to complete on this day
- Column 3: Prescribed cardio for the day
- Column 4: Prescribed NEAT activity for the day
- Column 5: Any additional recovery activities for the day

CLIENT: COACH:		FITNESS INSTITUTE		
DAY	WORKOUT 1	CARDIO	STEPS	OTHER
MONDAY	Workout 1		10,000	
TUESDAY		LISS 20 mins	10,000	Sauna
WEDNESDAY	Workout 2		10,000	
THURSDAY		LISS 20 mins	10,000	
FRIDAY	Workout 1		10,000	
SATURDAY			10,000	Manual Therapy
SUNDAY			10,000	

* Alternate workout 1 & 2 each week

Step 2: Understanding your workout

The training phases will resemble these layouts, and it is important to understand how to read them. If the client trains away from you, it is advisable they record the weight they lift and the reps completed in the boxes, to help keep them accountable. This is as much for your record as it is for seeing them improve week to week.

The performance tracker will measure the weight of the reps and sets. If entered incorrectly, or not at all, you cannot measure their strength and performance increases or body comp improvements.

Exercise Performance Tracker			
REPS	KG	TT (KG's)	% INC
6	20	120	
8	25	200	66.7%
8	30	240	20.0%
10	35	350	45.8%
		910	191.67%

The summary statistics measure the overall percentage of strength increase over the total week, and total increase over time.

Summary Statistics			
#	WEEK	TT (KG's)	% INC
1	Week 1	120	
2	Week 2	200	66.7%
3	Week 3	240	20.0%
4	Week 4	350	45.8%
		910	191.67%

Number of weeks in the phase Number of sets you need to perform Number of reps you need to perform Your maximum allowed rest (secs) Record the weight you lift and reps performed

WEEK	SETS	REPS	TEMPO	REST	SET 1	SET 2	SET 3
1	3	10-12	4010	60	12 / 22kg	10 / 24kg	8 / 28kg
1	2	3	4	5	6		

Tempo refers to the duration of one rep of an exercise, an example is 4010.

- The first number is the eccentric or lowering phase (descent in a squat, for example)
- The second number is any pause in the bottom position (for example squat)
- The third number is the concentric or exertion phase (ascent in a squat or chin up)
- The fourth number is any pause at the top of a movement

1. The first column from the left refers to how many weeks there will be in the phase
2. The second column is how many sets the client needs to perform (a set is a group of reps)
3. The third column outlines the rep range for the desired set
4. The fourth column is the set tempo for that exercise. The tempo refers to the duration of one rep of an exercise, an example is 4010.
5. The fifth column is the rest period for the desired set (this is a minimum – maximum range)
6. The sixth column onwards refers to:
 - **R**: reps - **W**: weight
7. To record the weight lifted and reps completed, write them left to right

A1 Pendulum Squats

WEEK	SETS	REPS	TEMPO	REST	SET 1	SET 2	SET 3
1	3	10-12	4010	60			
2	3	10-12	4010	60			
3	3	10-12	4010	60			

A2 Wide-Grip Pulldowns

WEEK	SETS	REPS	TEMPO	REST	SET 1	SET 2	SET 3
1	3	10-12	4010	60			
2	3	10-12	4010	60			
3	3	10-12	4010	60			

B1 Dumbbell Romanian Deadlifts

WEEK	SETS	REPS	TEMPO	REST	SET 1	SET 2	SET 3
1	3	10-12	4010	60			
2	3	10-12	4010	60			
3	3	10-12	4010	60			

Our programs outline straight sets as either **A, B, C, D etc.**

Super Sets are two exercises in a row (for example, **A1 to A2, B1 to B2** etc.)

Tri Sets are three exercises in a row (for example, **A1, A2, A3, and B1, B2, B3** etc.)

Giant sets are four or more exercises in a row (for example, **A1, A2, A3, A4, A5** etc.).

5. Lifestyle 101

In this section, we provide you with information that you can give to your clients to help optimise their results with you via online coaching.

The more education you give your client, the greater level of compliance we have found. When a client understands where you are coming from, they will more often realise just how important it is to adhere to your recommendations.

5.1: Understanding Stress

It is said we have 100 hundred times the stress than our grandparents did. But what exactly is stress?

Stress is a change in our physiological state in response to what our bodies deem to be a dangerous situation. Our body is regulated by the autonomic nervous system, and this system is always on. Its job is to balance our physiology between calm and stressful states of being.

We have two distinct states from the branches of the autonomic nervous system:

1. **Parasympathetic State:** This is when we are calm, at rest, and digesting and assimilating the nutrients from our food. This is where we recover and grow, and as you might have guessed, is the preferred state of being when it comes to achieving maximal results from your investment with us.
2. **Sympathetic State:** This is our fight or flight response, which is when we are in a state of stress. Not all stress is bad. The problems start when we are in heightened states of stress for too long. Stress is crucial for our bodies to disrupt homeostasis, which is what allows us to adapt, grow muscle, and lose body fat. We do not want to live constantly in a sympathetic state. We want to enter it when we train, then immediately get out and return to a parasympathetic state post workout, as we begin the rest and recovery process.

In today's world, the issue is we spend far too much time in a sympathetic state. Now what defines stress is – anything and everything – it all depends on you!

So, what could be causing you stress? Examples include:

- | | |
|------------------------|-------------------------------------|
| 1. Lack of Sleep | 2. Lack of Water |
| 3. Financial Troubles | 4. Smoking and Alcohol |
| 5. Poor Body Image | 6. Over-Training |
| 7. Relationship Issues | 8. Social Media |
| 9. Work | 10. Environmental pollutants/toxins |
| 11. Poor Quality Food | |

When we stress our body perceives it as danger. Now the human brain has not evolved too far from our days as hunters and gatherers. Back then, we may have been attacked by a tiger, entering us into a sympathetic state. We had a choice – fight or flight. Fight, or run as fast away as possible!

In the world we live in today our stress is vastly different. It's less physical, and much more emotional. Every day we encounter small stresses –from our partners, colleagues, boss, social media, environment, and every time, the body believes we are in danger.

So, what can we do about it? Read on!

5.2: The Cortisol Conundrum

Cortisol is known as a low-grade adrenaline or stress hormone. It is part of the catecholamine family of hormones and neurotransmitters, including adrenaline and noradrenaline, which are secreted from the adrenal glands.

Stress hormones in the blood stream are crucial for creating adaptations e.g., building muscle mass and mobilising stored body fat back to the blood stream to be burnt off. However, like all hormones, we want the right dosage.

A small amount of stress hormones can be positive. Chronically elevated stress hormones, particularly cortisol, is where problems arise. Issues associated with chronically high cortisol levels include:

1. Poor Nitrogen Balance

Nitrogen balance is the balance between muscle protein synthesis (MPS) (anabolism so we promote muscle growth), and muscle protein breakdown (MPB) (catabolism when there is loss of muscle).

It is imperative that we favour MPS for the building of muscle and losing body fat, and at the very least, muscle preservation. However, stress causes increased MPB and decreased MPS, effecting our ability to build and maintain lean mass.

2. Impaired Thyroid Function

The thyroid is the key regulator of our metabolic rate. When thyroid levels drop, our Basal Metabolic Rate (BMR) lowers, which means less calorie expenditure. This is not good when we want fat loss.

3. Mood Disorders

Stress effects the body's ability to methylate, which is a key process in assisting us in making neurotransmitters. Neurotransmitters give us our personality and identity. They help us with drive, motivation, arousal, and with feeling down.

Serotonin – our primary 'happy' neurotransmitter – is extremely important when it comes to fat loss as it has a high correlation with mental health, particularly depression. When serotonin is low we feel down or low with our emotions, which directly

affects our mood and enjoyment of life. It is also the precursor to one of our primary sleep hormones, melatonin, which when compromised leads to poor sleep.

When sleep is poor, leptin levels decrease. Leptin is our satiety hormone responsible for keeping us feeling full. Poor sleep also raises ghrelin which is our hunger hormone. We now have a situation where stress has impacted our mood, sleep, and hunger levels.

These are just a few of the negative cascading effects caused by chronically elevated cortisol levels. As you can tell, none of this is going to help our fat loss efforts.

Q: So, what is the solution?

A: Get your body into a parasympathetic state!

This is where we want to be 'living'. This involves calming and/or stress mitigation activities. The concept of training the house down is all well and good, but if you are already stressed it can make your stress response worse.

Therefore, generally as a new client with us, your program will start with low training volume, and then incrementally build upon it in each phase. We want to attack stress management first, and as we improve, drive up training volume.

The key is to push hard, but only when healthy, and not before. Remember we want a transformation yes, but we also want to be healthy and feel better on the inside.

Concentrating on slow deep breathing here can be a great tool. Think of it like this: if we were being attacked by a tiger would we be breathing calmly and deeply? No! We would be running away for our life. To feel safe and away from danger our body needs to be in a calm state, and slow deep breathing techniques can help achieve this state.

Other activities to assist you getting into a parasympathetic state include:

1. Breathing techniques
2. Meditation
3. Yoga
4. Stretching
5. Slow walks
6. Reading
7. Guided meditation apps e.g, Headspace
8. Massages.

5.3 The Art of Sleeping

Sleep is the most bang for your buck intervention we can use to aid our transformation efforts. The majority of people:

- a) do not sleep enough, and
- b) get poor quality of sleep.

Sleep is crucial for recovery processes, but also aids compliance levels.

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Sleep is crucial for recovery processes, but also aids compliance levels.

As mentioned earlier, poor sleep lowers leptin levels and satiety drops. When satiety levels drop, we feel less full and are more likely to overeat, sabotaging our compliance efforts. Leptin also has an inverse relationship with our hunger hormone, ghrelin. When leptin drops, ghrelin rises.

Now we are not only dealing with poor satiety but combining this with high hunger levels. This is a terrible combination in when it comes to compliance!



So, what do we define as a good sleep? There are three key criteria you must look at:

1. Do you fall asleep within 5 minutes of going to bed?
2. Do you stay asleep without waking up through the night?
3. Do you wake up before your alarm each morning and jump out of bed with energy?

One of the reasons people have so much trouble with sleep is an inability to 'switch off'. Combined with our stress hormone cortisol being high at night, this is a case of 1+1 equals 100. So, three key areas you must focus on to optimise your sleep include:

1. Optimising stress management
2. Creating a bedtime routine
3. Sleep based supplementation.

Creating a Bedtime Routine

This is simply about giving our evening some structure to help us get into a parasympathetic state.

Below we have a simple routine which we have successfully used in since 2008 with clients from around the world. We recommend that you aim to go to bed at the same time each night and wake up at the same time each morning.

Here is our recommended routine:

Step 1 @ 8:00pm: Turn off your phone and/or laptop

This is hard for a lot of people, but it is a crucial step to reclaiming your sleep back. Phone and laptops have blue lights on their screens. Blue light signals to your brain that it is daytime, which turns down melatonin production. Melatonin is the key hormone that regulates our sleep, so we do not want to turn it off.

Step 2 @ 8:30pm: Supplementation

We have two go to supplements here:

1. Magnesium

We prefer magnesium glycinate or threonate chelates. Magnesium is calming in nature and helps suppress cortisol, especially in the evening. Outside of that, it also helps with recovery and over 300 enzymatic processes in the human body. We recommend a dosage of 300-400mg of magnesium daily. While the evidence for magnesium supplementation is not very strong, it is likely that it will be beneficial for those who are deficient [1].



2. Melatonin



As mentioned earlier, melatonin is our key sleep hormone and can easily be depleted. Using melatonin in periods of poor sleep can help get our bio rhythm back on track. We recommend 5000mg (5gm) no more than one to two times per week. Melatonin is generally considered as the first-line pharmacologic therapy for the treatment of insomnia by the American Academy of Family Physicians (AAFP), and studies have shown that it is relatively safe with a low risk of side effects [2].

5.4 Incidental Exercise (Steps)

Tracking your daily steps is a key fundamental to the success of your transformation plan and all our amazing fat loss results over the years. Steps are a form of artificially measuring our NEAT levels, which stands for non-exercise activity thermogenesis.

Tracking NEAT levels is crucial because this is the number 1 variable shown to be the reason for slowed fat loss. Studies show that dieting and weight loss are associated with significant reductions in NEAT levels and only a moderate reduction in basal metabolic rate (BMR) [3]. The reason is simply because the longer we spend dieting the less we want to move. Our bodies want to conserve energy.

Think of it like this; when you start a fat loss diet/program, you go from doing nothing for months – if not years – to exercising every day and eating less. It is one extreme to another.

Early on, you are feeling motivated, so you decide to walk to work, or walk to the shops, or you get out for a weekend walk with your friends, you name it. You are feeling motivated and full of energy, so you move more.

Over the course of your program, you will at times become tired, hungry, and less attached to your goal. Our bodies are smart. They tell us to conserve energy by moving less. Therefore, it is so crucial to have a daily step target. No matter how we are feeling, we should be getting this done.

We are in control of this key variable. The more control we have of our journey, the better our results! Our recommendations for your daily step target goals are:

Weeks 1-4: 8,000-10,000 steps per day

Weeks 5-8: 10,000-12,000 steps per day

Weeks 9-12: 12,000-14,000 steps per day

If you are already hitting 10,000 steps per day, keep it like that for the first phase, then go up to 12,000 and 14,000 steps respectively in phases two and three.

The reason we recommend increasing your step count as you progress through your program is so that your body will become more efficient at conserving energy. Not to mention you are carrying around less weight. In other words, you need to do more, just to burn the same amount of energy as before.



5.5 Lifestyle Tips

In summary, below are some suggestions for the long-term management of stress:

- 1.** Sleep is the most effective way to reduce chronic stress in the body.
- 2.** It is recommended that 7-9 hours is optimal for adults [4].
- 3.** Aim to be in bed and asleep by 10pm.
- 4.** A dark room will aid in restful, deep sleep: light will disrupt sleep quality and duration.
- 5.** Turn off ALL electrical devices in your bedroom, even at the wall socket an hour before you go to sleep.
- 6.** Phones and similar devices must be turned off or put into flight mode.
- 7.** Do not use laptops, phones, watch TV or use similar devices before sleep. The blue light used in such devices is specifically designed to keep us awake by preventing the body from producing melatonin. Instead, it stimulates the mind, which is directly counterproductive to achieving a restful nights' sleep.
- 8.** If you use an alarm, buy a battery operated one and put it on the other side of the room.
- 9.** Epsom salt baths are a great way to detox, recover and improve sleep quality.
- 10.** A gratitude log is a great idea before you go to sleep: simply write down the things that you are grateful for right before bedtime. This shifts your energy to a happy, positive space when you go to sleep, which over time will reduce stress.
- 11.** Yoga, Pilates, massage, meditation, stretching, swimming, and any other fun recreational activities will improve the quality of your sleep.
- 12.** Multi-tasking has been shown to increase stress, decrease work productivity, increase error rate, and have a negative impact on relationships. Try focusing on one object of attention at any one time over the course of the day, and give that object, item or idea everything you've got. For example, if you were responding to emails at work, you wouldn't also listen to music.
- 13.** If eating your lunch, you wouldn't attempt to respond to a text message or scroll social media on your mobile phone. Numerous studies by neuroscientists have shown the brain can only focus on one thing at a time, even if you appear to be doing two or more things at once. The brain has to switch tasks, and this happens so fast there is the illusion we can multi-task.
- 14.** The opposite of multi-tasking is known as mindfulness. Try it out and see the benefits for yourself!

6. Nutrition 101

Nutrition is the process of consuming nourishment and energy from food.

Proper nutrition allows your clients body to obtain and use raw materials for growth, energy and tissue regeneration, which are necessary in keeping their body healthy and functioning optimally.

How diligently your client will follow the plan outlined by will determine the success of your body composition results. Consistency is key!

6.1 Nutrition Fundamentals

Calories

Simply put, calories are a way to measure the energy we consume. Calories come from macronutrients: protein, carbohydrates and fats. They are crucial for dictating energy balance, which is the balance between calories in versus calories out.

For example, to achieve fat loss, we must put our client into a calorie deficit, to achieve hypertrophy we must have them in a calorie surplus.

Key stats around calories in relation to our macronutrients:

Protein: 1g = 4 Calories
Carbohydrates: 1g = 4 Calories
Fats: 1g = 9 Calories
Alcohol: 1g = 7 Calories
Fiber: 1g = 1-3 Calories

In summary, we must burn more calories than we consume to hit our fat loss goals, or if our goal is muscle building, we must eat more than we usually require to facilitate muscle growth.

Protein

Protein is our number one macronutrient to consider when it comes to hitting our transformation goals. Simply put, protein provides the building blocks for our muscles. By consuming protein, we ensure we are building (or at the very least maintaining) lean muscle mass when dieting.

Being in a calorie deficit can also result in muscle loss. Therefore, adequate protein intake is essential to ensuring we minimise muscle breakdown if the goal is fat loss.

Now when it comes to fat loss, three key benefits of protein are [5-7]:

1. **Increased satiety:** Of all macronutrients, protein has the highest satiation effect on our bodies. This means that protein makes us feel fuller than carbohydrates or fats. Now if you have dieted before you would know that being full is crucial to compliance levels, otherwise you might binge eat. A hungry client is usually not a rationale client. Hungry people make impulsive decisions around food and adherence can be compromised.
2. **TEF:** Otherwise known as the 'thermic effect of food'. When we consume food, the body requires energy to digest then assimilate it. Protein has two-three times more thermogenic effect than carbohydrates and up to 10 times more than fats. This means that we not only burn calories eating, but more importantly, we burn more calories by eating protein compared to carbs and fats. This adds up to assist in successful fat loss.
3. **Nitrogen Balance:** This is the balance between muscle protein synthesis (MPS) aka anabolism/muscle growth and muscle protein breakdown (MPB) aka catabolism/loss of muscle mass. A diet high in protein will ensure we have enough amino acids to support muscle protein synthesis. Inadequate protein intake means we lack the raw materials to support this process. Remember our goal is fat loss, not just weight loss. Fat loss with muscle preservation is the name of the game here!

Carbohydrates

Carbohydrates tend to receive a poor reputation. First, carbohydrates do not make you fat. Nor does eating carbohydrates at night. Carbohydrates are the body's preferred fuel source and will always be the first macronutrient your body oxidises (utilises as a source of energy). Carbohydrates give our bodies an immediate hit of energy.

Fats

Fats are often misunderstood. Fats are not making you fat. Eating too many calories will. Fats are integral to building our sex hormones like DHEA, testosterone and estrogen.

When we eat fats, we make good cholesterol, and through cholesterol our sex hormones are synthesised. Our sex hormones need to be in a positive place to ensure optimal health and the ability to train hard.

Studies have shown that reducing dietary fat below 20% of your maintenance calories or 0.8g per kg of body weight is associated with decreased androgen levels, even when consuming sufficient calories [8].

6.2: Total Daily Energy Expenditure (TDEE)

Through TDEE we can establish our body's baseline caloric requirements.

Baseline calories – also known as our maintenance calories – are the amount of energy we can consume and not gain or lose weight. This number is important as it helps dictate how to create the calorie deficit required to generate fat loss. TDEE is comprised of four key variables:

1. BMR

Your BMR (Basal Metabolic Rate) refers to the calories your body needs to stay alive (e.g.; to survive in a coma). Every process in our body costs us energy without even thinking about. For example, our organs – particularly the brain and liver – require a large amount of energy to run.

Your BMR is the most dominant factor in relation to TDEE.

2. Daily Scheduled Activity

This is the calories we burn during planned exercise. This will account for the lowest amount towards TDEE.

3. NEAT (Non-exercise Activity Thermogenesis)

As mentioned earlier, this refers to our incidental activity: the calories we burn each day outside of training e.g., walking, typing, fidgeting. NEAT is the most variable factor in relation to TDEE and easy to adjust. This is where we set a daily step target.

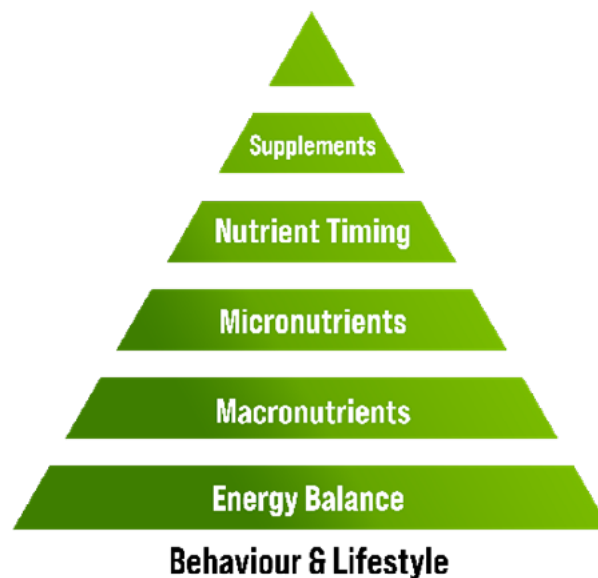
4. TEF

The thermic effect of food (TEF) is the amount of energy required to digest and process the food you eat. Our digestive system requires a large amount of energy to run. Remember, a diet higher in protein will lead to a higher calorie output.



The hierarchy of importance is a crucial component to anyone trying to change their body composition. Simply put, it tells us where we need to be focusing our attention. Many people fail to get results because they focus on the wrong things. Below we outline the order of importance when it comes to your goals, whether they be fat loss, hypertrophy, or body re-composition.

1. Energy Balance



Energy balance equals calories in versus calories out. If we want fat loss, the energy balance needs to be in a deficit. If we are after muscle gain, energy balance needs to favour that of a surplus. Without the correct energy balance, there is no fat loss. Therefore, it is crucial to understand that calories are king when it comes to fat loss.

2. Macronutrients

Macronutrients do not determine the rate of fat loss. They simply determine how we feel when we diet. How we feel is crucial when dieting. If we feel great, we train harder, recover better, and have a far higher rate of compliance.

If we feel lethargic and hungry all the time our compliance diminishes, and training performance suffers. If we do not train as hard, calorie expenditure is directly compromised, and our energy balance is altered.

A low carbohydrate approach is not necessarily superior for fat loss to that of a moderate carb approach. This will depend on the total calories and how an individual feels on a particular macronutrient ratio.

Going 'low carb' is no more necessary than going 'moderate carb'. However, the higher your body fat, the more likely you are to have poor insulin sensitivity. Poor insulin sensitivity will directly affect how you feel on carbohydrates.

Studies have shown that insulin resistant individuals are likely to eat 50-80% more following a high glycaemic verse a low glycaemic meal [9,10].

So, for more overweight clients we prefer starting out on a lower carb diet when they commence their fat loss journey and titrating up their carb intake as they lean out.

Of course, if an overweight client feels better on more carbs right from the start, then start them of on more carbs. The diet a client will be best able to stick to will work best for them in the long run.

3. Micronutrients

Micronutrients refer to the 'quality' of our food. Food's high in micronutrients are integral to human health, in particular processes such as methylation, detoxification and neurotransmitter formation. What we put into our body will determine how we think and feel. However, micronutrients do not determine rate of fat loss. This is crucial to understand.

An 1800 calorie diet which is 80% clean with 20% cheat meals will lead to greater fat loss than a 2000 calorie diet which is 100% clean. Fat loss comes down to food quantity not so much quality as once thought.

In saying that, this does not mean you should eat junk food. Hidden hunger refers to nutritional deficiencies that occur when people consume adequate energy intake but inadequate micronutrients [11].

4. Meal Timing

Meal timing was once thought to be a crucial component to fat loss but is no longer considered such a critical factor unless we are dealing with intermediate to advanced athletes.

Despite what you might have read in the local newspaper, six meals a day does not speed up your metabolism and carbs at night will not make you fat. In fact, carbs at night can potentially enhance sleep and recovery in some people which can lead to far better results.

5. Supplements

Today, everyone is looking for a magic pill to replace the hard work and consistency required to get into shape. Unfortunately, that pill does not exist. Supplements should be seen as something that can supplement the diet where potential nutrient deficiencies may exist. Supplements that support general health include those nutrients that we should be able to obtain from our diet, but do not due to inadequate intake and/or poor soil quality.

Studies show that even the most well-balanced diet will barely meet the recommended daily allowance (RDA) for half of the essential micronutrients [12].

Supplementation should therefore be considered as a viable, low-cost method to achieve micronutrient sufficiency

It is important that before you jump on any performance enhancing supplements or the latest fat burning product on the market, that all your macro and micronutrient requirements are being met.

Having said that, not all the supplements we are about to list here are mandatory. Sometimes, it just comes down to a matter of convenience, practicality, and cost efficiency.

Here are the top 5 general health supplements that we recommend.

1. Multivitamin 2. Fish Oil 3. Whey Protein 4. Fiber 5. Probiotic.

6.4: Food Choice Recommendations

Using the iNutrition Pro software, you have thousands of different foods to recommend to your clients.

We recommend setting up several different menus for your clients so that they have several options to get started with. Your clients can also create their own food menus and recipes within the iNutrition Pro app.

Either way, it is generally better that your clients have a set food menu for the day, and they are prepared ahead of time. If you constantly must make decisions on the spot about what you are going to eat, that quickly leads to decision fatigue, and you start to make poor choices.

That is why, studies have shown that prepared meals lead to better dietary adherence, especially in the initial stages [13].

7. Conclusion

In closing, we hope you have found this online coaching guide for fit pros useful. We have used this ourselves for many years now and it has enabled us to grow to a point where we have been able to service tens of thousands of clients over the years within our coaching staff.

Best of all, everything in this guide you can do for free so the only thing holding you back now from taking your PAT business online is just starting!

Yours in PT success,
Team Clean Health

8. More Information

For more information on Clean Health Products, please click the following below!



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