

A photograph of a man from behind, performing an overhead press with a barbell. He is wearing a black tank top with a small logo on the back that says "DESERT PERSONAL BEST". The background is dark blue.

Eight Week 'Beach Body' Programme for Patrick

(illustration)



Introduction – let's get started!

At our “discovery meeting” last week, we agreed on your Powerful Belief which will be our continuing source of reference moving forward and motivating force. I now have a much better idea as to what your health and fitness goals are, your likes and dislikes, the barriers we need to overcome and the style of instruction that you are most likely to respond to. I also have a better idea as to what sort of shape you are in at the moment, what your nutrition typically looks like, your attitude to exercise and demands on your time. Taking all this and more into account, together with my experience and knowledge I have prepared for you this bespoke programme.

We will follow this to deliver your goals but we can ‘flex it’ as required either to respond to changing demand / circumstances or if the rate of progress needs adjustment. Remember I am here to hold you to account but also to believe in you and support every step of the way. With your new found motivation and effort and my guidance we will ensure that you achieve your Personal Best.

“The secret to getting ahead is getting started”

Mark Twain

Why you came to me

You feel you are in fair shape but since turning 40 you seem to be putting on more weight around your core - developing a “Dad Bod”! You feel your fitness level has dropped off and feel more tired in the evenings than you used too. No stranger to the gym when you were younger but have not been for several years – you find them intimidating and full of the ‘body beautiful’. You used to do some cycling which you enjoyed but have not been out for 3years.

Your friends seem fitter and more toned than you and you wife has booked a beach holiday to the Maldives in 10 weeks with them and you want to look and feel better – particularly with your shirt off! You want this to be a spring board to longer term change.

Powerful Belief & Motivators

After some delving we decided that “fear of embarrassment” was your strongest motivator. You have tried to lose weight in the past but your heart was never in it and there was never a strong enough clear and measurable goal to keep you on course. Temptations were always too strong and you gave up, preferring instead to hide your extra weight with loser fitting clothes.

You agreed for me to arrange for you a professional photo shoot in 8 weeks time. This will keep you honest and focussed. You want your whole body to be better toned, lose some fat and feel fitter. We will take periodic progress photos to motivate, assess progress and if necessary adjust your programme.

Objective Smart Goals

- Within 8 weeks you will have reduced your body fat % by 4%
- You will have increased your arm and chest size by at least 5% and lost an inch from your waist.

Instructional Style

During your successful career you seem to have responded best when the pressure has been on. We agreed that a more command style is likely to be more effective - you said you were quite looking forward to being told what to do for a change!



Signed Goal Pledge

I, **Patrick**, pledge that I will work hard and put in the required effort as directed by Martin of Personal Best.

I agree that:

Motivated by my “fear of embarrassment” and a desire to impress, at a bare torso professional photoshoot in 8 weeks time I will:

- have reduced my body fat % by 5%
- increased my arm and chest measurements by at least 5% and lost an inch from my waist.

Signed

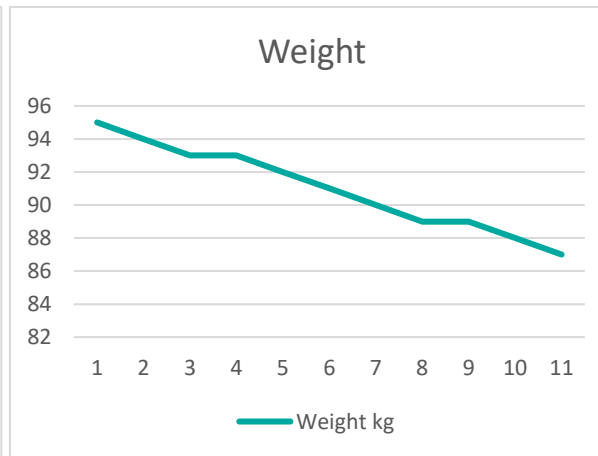
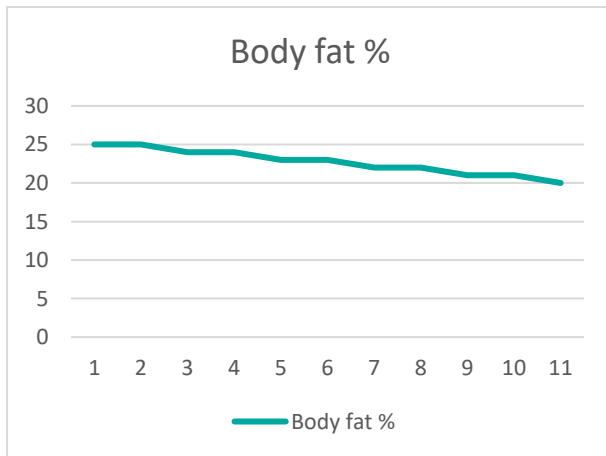
Dated

Starting Positions, Measurements and Progress

Goal measurements, starting position and progress

Week	0	1	2	3	4	5	6	7	8	9	10
Weight kg	95										
Body fat %	25										
Arm (inches)	12										
Chest (inches)	38										
Waist (inches)	36										

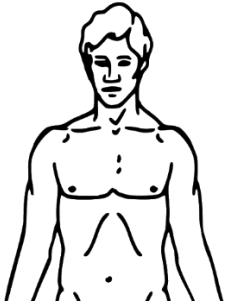
Anticipated progress



Other Data

Body Type: Mesomorph

Photo progress

					
Week 0	Week 2	Week 4	Week 6	Week 8	Week 10

Motivation score

6 / 10					
Week 0	Week 2	Week 4	Week 6	Week 8	Week 10

Nutrition assessment.

I do not believe in fad diets which when they do work are usually short lived and in some instances can be dangerous. My approach to nutrition is simple, I advocate a balanced diet including all food groups in moderation. Rapid weight loss or gain is to be avoided and I recommend only a 1-2lb weight loss per week. My recommendations are guided by the your goals, like and lifestyle. If weight loss is an aim then while no foods are off limits, higher calorific choices need to be balanced over the course of the week with lower calorific options.

Food/Drink Diary Review

Your current diet:

- is mainly balanced
- estimated at 2,400 daily calories
- needs a higher proportion of protein to deliver your goals

Average Calories burnt given you age, height, weight and exercise level

	Current (sedentary)	Light Exercise	Moderate Exercise	Heavy Exercise	Athlete
Daily	2,245	2,573	2,900	3,227	3,555
Weekly	15,715	18,011	20,300	22,589	24,885



Source: tdeecalculator.net

Nutrition recommendations.

Daily calorie intake	Weekly calorie intake	Macro-nutrient split % (mesomorph)	Meal Plans	Nutritional guidelines / goal
2,400	16,800	Carbohydrates 50% Protein 30% Fat 20%	Discussed but not required	You are happy to use the 'myfitnesspal' app to record and inform your meal choices to ensure your weekly calorie target and macro split is met.

Currently your daily calorie surplus is 155 calories = weight gain.

$$(2,400 - 2,245 = 155)$$

Moving now to a moderate exercise routine – calorie deficit 500 calories = weight loss

$$(2,900 - 2,400 = 500)$$

Weekly Schedules

Frequency

- 4 x 1 hour 1:2:1 sessions per week

Typical Session structure

Each 1 hour session will follow the same format:

- Warm up (5-10 mins) – designed to get the body ready for exercise and reduce the risk of injury
- Substantive section (40-45mins) – detailed below
- Fun Finisher (if time) – typically “beat the PT”
- Warm down and stretch (5mins)– safely lower heart rate and start recovery ahead of the next session
- Verbal Review (if required)

Programme Overview

- Weeks 1-8 3 weight/resistance session per week (different body parts per session – total body worked by the end of the week) – see below
Each session will include progression elements and are designed to promote muscle growth (hypertrophy)
1 road cycling session to enhance Cardiovascular fitness
Continuous review during sessions
- 4 week
Review Assess overall progress and whether changes to sessions are required to ensure high motivation levels & reflect progress already made.

Week 1 (substantive sections)

Session 1 – Chest & Arms

	Set 1 Target	actual	Set 2 target	actual	Set 3 target	actual	Set 4 target	actual	Set 5 target	actual	Rest between sets
Dumbbell Chest Press (flat bench)	12 reps 10kg		10reps 12kg		8reps 14kg		10reps 12kg		12reps 10kg		1 minute
Chest Flye with bands (flat bench)	12 reps (yellow band)		10reps (green band)		8reps (blue band)						1 minute
Incline Dumbbell Chest Press	12reps 8kg		10 reps 10kg		8reps 12kg		Assisted to failure 14kg				1 minute
Press Up	10reps		10reps		8reps						1minute
Dumbbell Bicep Curl	12 reps 8kg		10reps 10kg		8reps 8kg		Assisted to failure 8kg				1 minute
Tricep dips (off bench)	10reps		10 reps		8 reps						1 minute

Session 2 – Shoulders and Back and core

	Set 1 Target	Actual	Set 2 Target	Actual	Set 3 Target	Actual	Set 4 Target	Actual	Set 5 Target	Actual	Rest between sets
Shoulder Press (flat bench)	12 reps 10kg		10reps 12kg		8reps 14kg		10reps 12kg		12reps 10kg		1 Min
Lateral Flye with bands (standing)	12 reps (yellow band)		10reps (green band)		8reps (blue band)						1 Min
Barbell front raise	12reps 8kg		10 reps 10kg		8reps 12kg		Assisted to failure 14kg				1 Min
Barbell Bent over row	10reps 12 kg		10reps 12kg		8reps 12kg						1 Min
Dumbbell single arm row	12 reps 12kg		10reps 10kg		8reps 8kg		Assisted to failure 8kg				1min
Core Work											

Session 3 – Cardiovascular

40 Minute Fartlek Cycle

Follow the PT

Session 4 – Legs and Core

	Set 1		Set 2		Set 3		Set 4		Set 5		Rest between sets
Dumbbell Goblet Squat	12 reps 16kg		10reps 18kg		8reps 20kg		10reps 18kg		12reps 16kg		1 Min
Alternating weighted Lunge	12 reps 16kg		10reps 18kg		8reps 20kg						1 Min
Alternating Resistance Band Abductors	12reps yellow		10 reps green		8reps blue						1 Min
Calf Raise	10reps 0kg		10reps 12kg		8reps 12kg						1 Min
Walking farmers lunge	10 m 14kg		10m 14kg		10m 14kg						1min
Core Set											



Week 2 (substantive sections)

Session Tables

Week 3 (substantive sections)

[repeat for and further 5 weeks – adopting progressive overload - i.e each session being more intense then the proceeding one so the body continues to grow and develop]

Pricing breakdown and payment

Bespoke Programme & first session

£ XXX One off payment

Payable before first session

8 week programme (4 x 1-2-1 sessions per week)

£ XXX – weekly payment in advance

Calculation

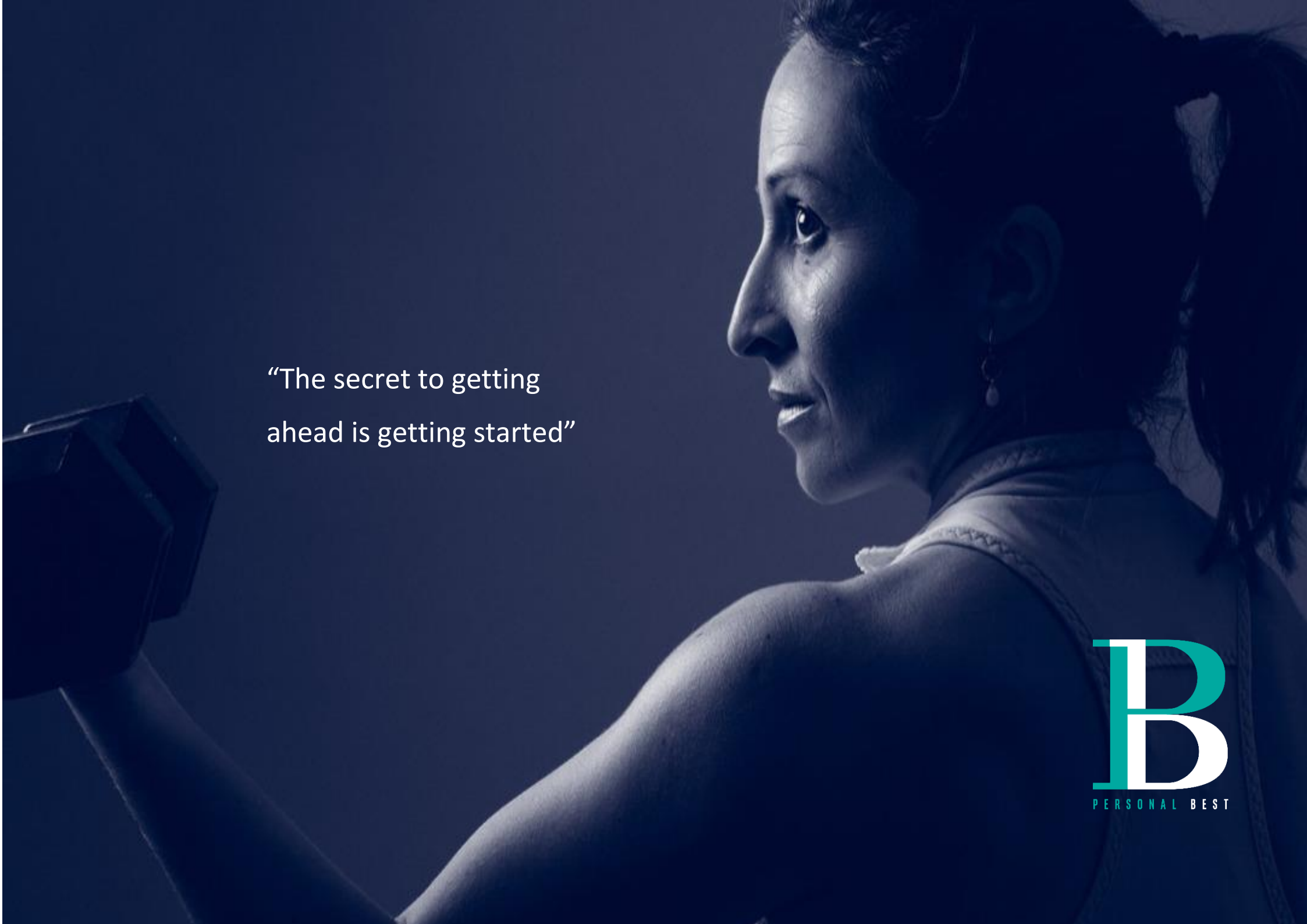
4 sessions x £XX per session = £ XXX

Weekly review = £ 0

Multi session discount = -£ XX

Bank details

Account Number: 79918427 **Sort Code:** 608371 **Name:** Martin Salt for Personal Best **Bank:** Starling



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ahead is getting started”

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