

The **EDGE** [™]
Program[®]



**Online Coaching
Service**

**Stop wasting your time
with methods that
haven't worked!**



Your Online Journey to a Leaner, Healthier Body Begins Here!

This is an 'Online' service aimed at recreational trainers and people who have a little gym training experience.

There are two distinctions that set the online version of the 'The **Edge** Program' apart from other online programs. Firstly, I limit the number of people I work with every month, even online. This ensures I can provide the level of time commitment and quality of service I want my clients to receive. To me, it is critical that we can form a client/coach relationship that enables you to feel totally comfortable with every aspect of the program, and makes this journey you are undertaking with me in pursuit of your goal, an enjoyable one.

The second distinction is that I do not accept everyone as a client.

This often surprises people because they misunderstand my role as a coach. It is often assumed I am a personal trainer, and that I will sign up everybody as a client because I need the business. This is incorrect on both counts. The truth is I'm NOT a personal trainer. If you need a label then a more accurate one would be a **Functional Longevity Coach**, and there is a huge difference.

Let me explain...

As a **Functional Longevity Coach** my objectives with my clients are very different. My primary goal is to educate my clients about changes that can create huge improvements in mental & physical health and will hopefully optimize their potential longevity. My secondary goal is that I want to inspire my clients to set their bar higher in terms of long-term health, and not accept a steady decline into old age and failing health.

Being told by a medical practitioner that you are 'ok' for your age, is unacceptable to me, and it's unacceptable to the clients I work with. They want more than that, that's why they come to me. They want to live their whole life as vibrantly as possible.

This is the reason I started using the term '**Functional Longevity**' over 25 years ago as a target for my clients. Because I believe as a society, we need to create a paradigm shift in our health and fitness expectations as we age. We should no longer accept the low standards currently set by the medical community.

The incredible fat loss I help my clients achieve enables them to immediately see the benefits of making certain changes in their lives. This kind of impact I believe creates more momentum to pursue greater levels of health and long term functionality.

This is also why The **Edge** Program is designed to deliver specific results, and not vague promises. The fact I guarantee specific results makes the program unique from any other protocol out there.

A personal trainer may be happy to take your money and then have you to turn up and do a 'bit of training', probably a bit of this, a bit of that. They may even get you to stick to some kind of broad diet plan. Then at the end of all your hard work they will tell you that you look different...or weigh a bit less (most likely water loss). They may even show you an inch or two loss off your waist...but in essence all your results will be kind of ephemeral (believe me, I know...I've been in this industry a long time).

Even worse, you will walk away from working with a personal trainer for months not having learnt anything about your body, such as the important cycles and rhythms that control your physiology, or even how you can manipulate your own bodyfat levels when you need.

This ultimately means there is a high probability you will just end up repeating the process. You'll hire another trainer...join another weight loss group...buy another gimmicky weight loss miracle product or pill. Basically, you will waste more money...sound familiar?

To most people it will, because unfortunately it is basis of most of the fat loss and personal training industry...repeat business.

That is not the goal of The **Edge** Program.

This program is not just about the incredible fat loss that you will experience, it is designed to educate you about your body and how it works. It's about demystifying nutrition and teaching you how to navigate through all the lies and misinformation that surrounds it. Most importantly though, it is about empowering you with the ability to change your bodyfat levels whenever you need to, and how to have greater control of your health. Bottom line, I want to give you all the tools and knowledge so that you never have to hire me or any other trainer ever again.

As I always tell my clients, if I get repeat business from you for the same issue then I failed the first time...it's that simple.

So, one of the reasons I don't work with everyone or accept everyone on the program is because my objectives are very different to a personal trainer.

However, there is another reason.

With over 30 years of experience I am a very good judge of those who are ready to change and those who are not. Many people will tell you they want to change, but in reality they are just not ready to flip that switch mentally.

Being ready to change is about reaching that tipping point where you are genuinely committed within yourself to create change and improve your health.

I get many enquires from people telling me they are ready to lose fat and make improvements to their health. But unfortunately, almost from the 'get-go', a great many start voicing caveats on how they wish to join the program, immediately this betrays their true level of commitment.

A prime example of this is smoking. You cannot pursue health and be a smoker. So if you smoke, then I apologize upfront, but I am afraid I just cannot accept you on the program. If you cannot get past that basic health concern, then the benefits of the program, such as fat loss and the subsequent health improvements, are of little value. It's a bit like worrying about what tyres to put on your car when the engine is clapped out!

As a coach, if I do not think you are ready, then as a matter of honesty and integrity I will tell you. It would be unprofessional of me to accept you onto the program knowing you are not going to complete it. I'm not in this for the money, but for the ability to genuinely help people improve their health for the future. On top of that, taking a client whom I know will not complete the program means I might be depriving an opportunity to another person who really wants to improve their health. That's not something I will do.

However, please remember, even if you were previously unsuccessful in your application, this does not automatically mean you will be unsuccessful in the future. Reaching that tipping point of being ready to commit to change, is an individual point for everyone, your journey is your journey, and you will be ready at the right time for you.

So, the first question you have to ask yourself is...are you ready to improve your health, improve your functional longevity and lose bodyfat?

If so, then read on.

How the program works

The Program works in three stages

Stage 1

The first step in Stage 1 is that you, the client, will select an ideal bodyfat level you would like to achieve.

We will then schedule an **Online Preparatory Meeting**.

Prior to this meeting I will arrange for you to receive everything you need to commence the second step of the Stage 1 phase. This will be a two-week period that involves comprehensive dietary information gathering, and the recording of daily physical statistics and current lifestyle activity levels.

During this time I will be available daily by call or message to help with any issues or questions.

Approximately two weeks after the cessation of the data recording, I will provide you with the following reports...

Dietary Analysis

Dietary Recommendations Report

Training Recommendations Report

...and I will also provide the data gathering spreadsheets for the next phase. We also at this point schedule the **Online Pre-Training Meeting 1**.

During this meeting we will discuss all aspects of the reports you have received, your current diet, the proposed food plan and training program. You will then spend a little time familiarizing yourself with the nutritional and training aspects that you will commence in Stage 2. We will also schedule the **Online Pre-Training Meeting 2**.

This meeting will be scheduled for a couple days just prior to you starting **Stage 2**. It is primarily in place just so I can ensure you are ready for **the next stage** to commence.

Stage 2

You will spend the next three weeks training (*) and eating according to the program I detailed in the report. During these three weeks we will have a **Daily Online Meeting**, using a suitable video conference platform you are familiar with, to discuss the dietary and physical information you record each day. We will also assess the performance of the training done that day and discuss the training for the next day. These daily meetings provide me with the opportunity to monitor exactly how you are progressing. I will offer advice or adjustment based on this information you are providing.

The nutritional approach of these three weeks is purposely designed to detoxify the body and realign the natural circadian rhythms that exist within the body. This helps to normalize the hormonal cycles and sets the body up to use fat more effectively for energy. The training will also be focused on familiarizing you with how to stimulate the retention and gain of lean tissue, and therefore inhibiting the normal loss of muscle as we age, a condition known as Sarcopenia.

(*) If you are not familiar with every exercise recommended within the program then I can send video clips demonstrating these exercises. If there is an issue relating to the equipment availability at your gym, then we can arrange a video call whilst you are at the gym so I can advise based on what is there.

During this 3-week period of training, clients achieve a minimum 3% bodyfat loss. After which I slow down the process to a steady rate of 1% loss a month until your objective is reached. This is imperative so that you work 'with the body' and not against it. Preventing a state of alarm within the body prevents it from trying to 'rebound' against you.

After **Stage 2** is completed I will compile the **Handover Report** detailing all the information we have gathered over this phase, and I will include 'Going Forward' recommendations. These will advise on how to now increase your food intake to slow the process of fat loss down to the recommended target. We will schedule the **Handover Meeting** and review everything within this report. We will discuss how you will move forward to your final bodyfat level goal.

Stage 3

For the next six months I will run a bi-monthly check-in call with you to answer any questions or issues you may have encountered.

The Edge Program (Online version) format is as follows...

Online Preparatory Meeting

Objectives Assessment

Medical History Assessment

Introduction to Dietary Recording – Recording Sheets will be provided
(Excel Spreadsheet/Numbers Spreadsheet)

Introduction to Stats Recording – Bodyfat monitor will be ordered and
shipped to client or client can
purchase their own

Activity Level Recording – Recording Sheets Provided

Daily Contact Availability

This service remains throughout the Training Program until the Handover Phase.
Contact can be done through any of the popular social media platforms.

Dietary Analysis

I will analyze the nutritional data you have recorded, and calculate all macronutrients.

Dietary Recommendations Report

I will provide a detailed breakdown of the diet recommendations to be implemented
to achieve your target Bodyfat Level.

Training Recommendations Report

You can provide photo or video information relating to your gym or training facilities
and I will base your program around your facility.

Online Pre-Training Meeting 1

Introduction to Training Program.

Advice on implementing Dietary Recommendations.

Online Pre-Training Meeting 2

Meeting to sure you have everything in place to commence the next phase, and to answer any last minute questions.

Daily Online meeting during the 21 Days Training

This is not only to discuss the information being recording every day, and to offer adjustment or advice. It is also to help the client stay motivated, and accountable to themselves through those first initial few days. In my experience this is the hardest time for the clients in terms of self-motivation and self-discipline.

Handover Report

This report will detail all information relating to the client's progress from first enquiry to the end of the 21 Days Training. It will also detail how the client must go forward in order to achieve their ultimate bodyfat target level. It will include...

- Review of Physical Stats from start to current
- Review of Dietary Recording information
- Review of training period, and will answer any questions that arose
- 'Going Forward' Recommendations

Handover Meeting

We will review the information within the Handover Report and the journey on 'The **Edge Program**' to date. We will also discuss how you will move forward toward your final target in terms of bodyfat and how to make the necessary dietary adjustments in terms of slowing the fat loss down.

Bi-Monthly Online meetings for first 6 months post-program

This is discretionary for the client if they feel they want or need them.

The course involves approximately 55 hours of professional time from me in terms of Personal Contact, Information Analysis, and Report writing, structured over on average a 6-8 week period, with Bi-Monthly calls continuing for the first 6 months after the program ends.

The cost for this complete Online Coaching Package is...

Cost £595 GBP

