

Month 1



Final conclusion

Ian...It has been a pleasure to train Jason as he has taken my advice on board and altered his lifestyle to achieve his goals. He's not only stayed focused on his personalised fitness plan and training days, but also on his tailor-made nutritional plan, which has led Jason to achieve his personal goals and gain his desired muscular physique.

Jason...I've enjoyed working with Ian - he has kept me motivated and has been that 'person' that listens and gives advice when the training or diet has been a little overwhelming. I am pleased with my overall results over the past twelve weeks and I'm happy with the approach we used; for example, I felt positive about losing body fat whilst increasing muscle and tone. I intend to continue with Ian's help to increase my muscle size further whilst keeping my body fat minimal. Who knows, maybe I could even enter an over 40s fitness physique competition in the future?

Achievements

Ian...The achievements have been phenomenal with respect to adapting a fitness program and nutritional plan around Jason's lifestyle and goals. After changing and adapting some of Jason's

exercise techniques to create better form, combining that with fasted cardio on specific days has made a huge impact to his workouts. He has also been able to achieve his desired goals, using my guidance to lower his body fat, gain lean muscle and gain a more athletic physique.

Positives

Ian...Jason and I have been able to communicate what is working well for him, as well as his struggles during his fitness journey. This has enabled us to tweak his fitness and nutrition plan to ensure they are more beneficial for him. This has also kept Jason motivated knowing that when something is not working, it can be altered. Combined with Jason's fitness and nutrition plans, I have also tailor-made a supplementation package, which ensures he is receiving the correct nutrients at the correct times.

Jason...Changing my diet has worked extremely well for my physique. I have found the whole 'carb flexing' a revolution and intend to continue with this and make it a lifestyle change not just a quick fix. It makes sense to modulate your carbohydrate intake to your activity levels to avoid storing excess body fat.

Changes made to aid Jason's fitness journey

Ian... A major contributing factor that aided Jason's fitness journey was to match his nutrition and recommended supplementation with his exercise program. I cannot stress enough the importance of good clean nutrition and specifically designed supplementation; without this you may be wasting your time and effort in the gym. Much of a good physique is made in the kitchen!

How will you keep Jason motivated?

Ian...Although Jason has reached his desired goals, this is not the end of his fitness journey. Myself and Jason will set new goals and track them. This may be to sustain his current physique or, as he mentioned, to enter a fitness competition. I will also be sending Jason my regular newsletters so that he feels fully engaged in the fitness world.

COMPARISON OF STATS

Before:	After:
Weight 63.7kg	Weight 62kg
Fat 13.9%	Fat 10%
Muscle 42.5%	Muscle 45%
Visceral Fat 7	Visceral Fat 6
BMI 23.4	BMI 23

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Finale

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