

# BetterLIFE

PERSONAL TRAINING STUDIO

Stronger body + Healthy mind = Better Life

**your key to a  
better life**

**(02) 8544 1127**

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[www.betterlifeptstudio.com.au](http://www.betterlifeptstudio.com.au)

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## Welcome to Better Life PT Studio.

Let me begin by saying thank you for your interest in your health and in becoming a client. I'm really excited about the possibility of working with you in helping you achieve your goals.

While some people are skeptical initially about **strength and conditioning** training and if it's worth investing your time and effort, I can assure you won't regret it, especially if you have only ever done aerobic training or never done any kind of training before. I've had a great deal of success with changing clients perspective about what their body's should be capable of when they are working as there designed to do and it doesn't have to have anything to do with sport performance or the like, just day to day activities improve 10 fold and I'm confident we can have the same kind of success with you!

First and foremost, I would like to highly recommend that all new clients commit themselves initially to a minimum 12 weeks, and I do this for two reasons:

- **This gives us peace of mind and shows us that you are serious and dedicated to achieving your fitness/physique goals.** Not only do I pride myself on my own success but that of my clients as well. If you aren't serious about achieving your strength, physique or long term health goals, I'm probably not the coach for you.
- **This ensures that we will have adequate time to produce positive results.** As we all know, Rome wasn't built in a day and I can't fix your body or sculpt you into the next Adonis in one month. With a 12 week minimum time frame, we will have some time to make adjustments to the programming along the way so that we can definitely start to see some positive changes in your body.

As you probably already know there are a lot of different factors that contribute to the making of your ideal body (recovery, nutrition, strength and conditioning, life stress etc.) and each one of these components needs to be addressed separately in order for the cumulative effect to have an impact on the body.

# Getting to know us

## A little about Better Life PT Studio.

Here at Better Life PT Studio, we strive to be more than just an average exercise/coaching studio like everyone else in that we can help people bring about balance within the body and also in some of life's basic aspects that you can't avoid and have greater effects on your health than you realise.

You'll find it either very difficult or just plain impossible to achieve what you came here to achieve if you disregard all the other aspects in your life that have an influential effect on your health and fitness goals.

When you fill out your profile questionnaire you will be confronted with questions that will help draw out these components like, Sleep cycles, Nutrition, Stress levels, so that they can be addressed and together we can hopefully sort out any major imbalances before you get too far into your training.

## Our training philosophy.

Here at Better Life PT Studio, we base our training philosophy off a Functional Strength and Conditioning model. This is based on the fact that in general, increasing one's basic strength levels and capabilities can improve one's life in just about every aspect, from getting out of bed, preventing falls and injuries to being capable of doing all sorts of daily chores with ease and even play recreational sports.

In being able to break down the elements of a movement and explain the reasoning behind why it's more beneficial to move in one way rather than another, you will not only be able to perform more efficiently but also have an understanding of what functional strength and conditioning is really about.

The term functional for me is based on the ability to be able to control the movements of the body and use them in the most optimal way as per its design. So in this regard movement quality is a high priority in any sort of training program as it helps re-establish your body awareness on how it performs its tasks. It's been shown that with just correcting this skill of movement component all other areas like strength, flexibility, endurance balance, improves along with it.

What is strength? Strength is at best, a misunderstood, generalised term based on one's perspective of themselves and what they can do to what they have seen done by someone else. Just like the term fit, I'm fit, they're fit, I want to be fitter. It is never ending, everyone is fit, and can be fitter relative to their needs. So when you think about strength you may be strong for your basic needs and that's ok but how would you feel if your were stronger and you can always be stronger.

Being stronger everything would be so much easier to physically accomplish and life would be better for it, as the best thing about being strong, is that you don't need big muscles bulging everywhere, because strength is based on a neurological efficiency to recruit your muscle fibers, so training starts out not by adding muscle but by teaching the body to use your muscles better.

Please read a snippet extracted writing below from another one of my influential mentors for a better understanding of why strength is so important to us all.

*Physical strength is the most important thing in life. This is true whether we want it to be or not. As humanity has developed throughout history, physical strength has become less critical to our daily existence, but no less important to our lives. Our strength, more than any other thing we possess, still determines the quality and the quantity of our time here in these bodies. Whereas previously our physical strength determined how much food we ate and how warm and dry we stayed, it now merely determines how well we function in these new surroundings we have crafted for ourselves as our culture has accumulated.....*

*Over and above any considerations of performance for sports, exercise is the stimulus that returns our bodies to the conditions for which they were designed. Humans are not physically normal in the absence of hard physical effort. Exercise is not a thing we do to fix a problem – it is a thing we must do anyway, a thing without which there will always be problems. Exercise is the thing we must do to replicate the conditions under which our physiology was – and still is – adapted, the conditions under which we are physically normal. In other words, exercise is substitute cave-man activity, the thing we need to make our bodies, and in fact our minds, normal in the 21st century. And merely normal, for most worthwhile humans, is not good enough.*

- Starting Strength (3rd Edition) [2006] Mark Rippetoe -

# Procedures

## How we go about it.

### Pre - Exercise Screen

Before we can commence any form of physical activity, we ask you to fill out a industry standard Adult Pre-Exercise Screening form to help us determine relevant serious health risk factors that might need to be addressed by an allied health professional (GP).



### Profile Information Gathering

At the same time as the Pre-Exercise Screen we'll also ask you to fill out a questionnaire that will help develop a profile for your trainer/coach to use as a guide in how well go about making decisions and adjustments together to be able to reach your goal in the quickest, healthiest and minimal way possible. The questionnaire will cover a wide array of topics like:

- Contact Information
- Initial Purpose and Expectations
- Current Daily Activities and Lifestyle
- Nutritional knowledge and habits
- Current and Past Injuries/Health Issues
- Exercise History and Preferences
- Current Daily Schedule
- Personality and Learning Profile
- Goal Settings

You always have the right to refuse to answer any question your uncomfortable with as there is plenty of other information within the questionnaire that can be helpful in the programming process.

# Procedures

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## Goal Settings

Goal setting is a powerful process for thinking about your ideal future and for motivating yourself to turn your vision of this future into reality.

The process of setting goals helps you choose what you want to achieve. By knowing precisely what you want to achieve, you now know the current end result and where and what you have to concentrate your efforts in order to get there. You'll also quickly spot the distractions that can, so easily, lead you astray.



### Why Set Goals?

Goal setting is used by top-level athletes, successful business-people and achievers in all fields. Setting goals gives you long-term vision and short-term motivation . It focuses your acquisition of knowledge and helps you to organize your time and your resources so that you can make the very most of your life.

By setting sharp, clearly defined goals, you can measure and take pride in the achievement of those goals and you'll see forward progress in what might previously have seemed a long pointless grind. You will also raise your self-confidence , as you recognize your own ability and competence in achieving the goals that you've set.

## Current Profile

This is a gathering of all the results from the passive health assessments and put together on a take home sheet with corresponding base line levels which will also be used for comparison for the ongoing assessments to see how the program is progressing.



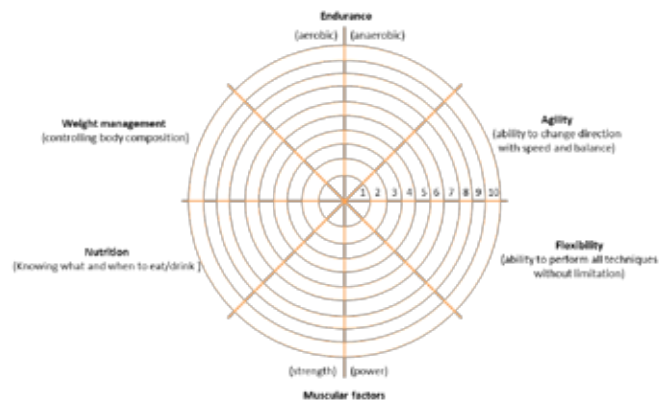
# Procedures

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## Assessments

Before a program can be designed all clients will have to go through an initial consult that will be made up of general and specific assessments.

General assessments will analyse current static posture, movement patterns and relative strength. Specific assessments will be chosen on a need basis.



These assessments will help your trainer/coach determine the starting level for exercises and any major postural imbalances and/or movement dysfunctions in the body that will need to be addressed and before other advanced training protocols can be implemented to ensure safety and to reduce the chances of injury.

## Program Design

Every client will have their own individualised program designed specifically to meet their needs based on the results of your assessments, smart goals and could incorporate:

- Soft tissue work (self myofascial release/massage)
- Acute Correctional Stretches and Activations
- Dynamic/Mobility Exercises
- Reactive Training
- Resistance Training
- Energy System Training
- Restorative Stretching
- Breathing Work

This will not only cover the 60 minute training sessions that will happen in the studio under the guidance of a trainer/coach, but will also cover lifestyle factors that have been brought to the attention through the initial profile questionnaire and that can have an effect to your training program.



# Procedures

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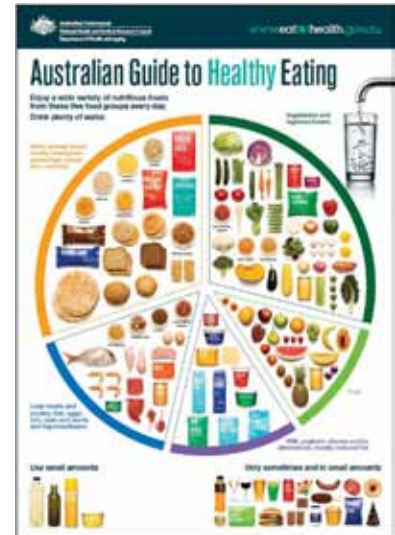
## Nutrition Guidance

Nutrition is one of the most important make or break components for any training program, no matter what your end goal may be, you'll find that good nutrition, knowledge and eating habits can accelerate your progress. Apart from an accredited dietitian/nutritionist it is beyond most trainers/coaches scope of practice to write out any specific dietary programs and supplement usage who are not qualified to do so.

*6.4 The Registered Exercise Professional Scope of Practice does not include:*

*A. Provision of personalised dietary advice outside of nationally endorsed guidelines; individual nutritional assessment and development of personalised meal plans*

*B. Prescription of nutritional supplements or medicines*



What trainers/coaches can do though is use professional techniques to calculate your Total Daily Energy Expenditure (TDEE) and macronutrient breakdown based on your individualised profile taken and use this in conjunction with the scientifically proven result based guidelines provided by the National Health and Medical Research Council (2013) in coaching you in making the right food choices based on the 5 main food groups and how to distinguish healthy from less healthy products by reading food labels when shopping at the local supermarket. Based on the famous quote;

*'Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.'*

With this philosophy you will continuously be improving your health even after you finish training with us, for the rest of your life.

## Re-assessments

Re-assessments are crucial with keeping track with your progress and making sure your still travelling towards your goals. Depending on what your assessing these can be carried out from fortnightly to every few months and are compared to all previous assessment results.

# SESSION DETAILS

## Inside your typical 60 minute session

### Warm Up Phase ( 5-10 minutes)

This is a very important component and is never overlooked, even if you arrive late to your session, you will be required to perform this before you start the workout phase. The main objective is to prepare the mind and body for stress (exercise) and reduce the risk of injury. There are 3 different sections that are addressed:

- Soft tissue work (self myofascial release/massage)
  - *Prepares muscles for activity by reducing tension and making it easier to move.*
- Acute Correctional Stretches and Activations
  - *Optimize alignment and function and inhibit any overactive muscles before any loading of the body occurs.*
- Dynamic Range of Motion/Mobility Exercises (if cold this can be done at the start as well)
  - *Increase tissue temperature of the muscles, tendons, ligaments, joints and fascia and re-establishes correct movement patterns.*

### Workout Phase (30-40 minutes)

- Reactive Training
  - *Focuses on the nervous system, and can incorporate balance, agility, speed, plyometric training.*
- Resistance Training
  - *Where the real work is done, this focuses on power and strength training.*
- Energy System Training
  - *Also known as conditioning or metabolic training, this can focus on different aspects specific to your goals.*

### Cool Down Phase (5-10 minutes)

- Restorative Stretching
  - *Now that your body's deep tissues (muscles) are warm this is the best time to stretch all your problem muscle and joint groups used in the session*
- Breathing Work
  - *Brings the body back into a state of calmness, changing from the sympathetic nervous system (fight or flight) to the parasympathetic nervous system (rest and digest)*

# packages and PRICING

## Thanks for considering Better Life PT Studio!

*There are multiple package options to fit your specific fitness level, needs, and goals.*

### INTRODUCTORY SPECIAL OFFER FOR FIRST TIMERS ONLY:

Experience 4 weeks of an innovative and unique approach to personalized fitness.

For clients living close of the facility, we offer a \$528 trial package for **only \$264!**

Save a MASSIVE 50% and benefit from:

- Personal health and fitness assessment profile unlike you've ever experienced
- Individualised training program catered to your needs and goals
- 24/7 Nutritional knowledge, guidance and support.
- Up to 12 semi-private coaching sessions

*If you're not convinced during your trial 4 weeks that you've had the best quality service with a mind opening experience on exercise and your body, you can just walk away with no obligation whatsoever and no regrets. It really is that simple!*



After the 4 week trial you can choose which package best suits your schedual and shows commitment to your health.

*The more you commit the greater the rewards.*

## SEMI-PRIVATE TRAINING PACKAGES

### Fast Results Package<sup>(1)</sup> each

*Maximize your progress? Fat loss, Strength, Muscle growth, whatever your goal, three times per week is the best option to get you there quicker! [WARNING: ONLY IF YOUR SERIOUS]*

No. of Sessions Per/Week	COMMITMENT = REWARDS	Total Sessions	Full Package Price	4 Week Breakdown	60 min Session Breakdown
3 per/wk	24 Weeks <sup>(2)</sup>	72	\$2694	\$449	\$37.40
	<b>12 Weeks<sup>(2)</sup></b>	<b>36</b>	<b>\$1425</b>	<b>\$475</b>	<b>\$39.60</b>
	4 Weeks	12	\$528	\$528	\$44.00

### Standard Package<sup>(1)</sup> each

*Time restricted? With two sessions per week you are provided the supervision and motivation the majority of our clients crave! A great place to start new lifestyle changes. [MUST HAVE PATIENCE AND LET CHANGE BUILD UPON ITSELF]*

No. of Sessions Per/Week	COMMITMENT = REWARDS	Total Sessions	Full Package Price	4 Week Breakdown	60 min Session Breakdown
2 per/wk	24 Weeks <sup>(2)</sup>	48	\$2244	\$374	\$46.75
	<b>12 Weeks<sup>(2)</sup></b>	<b>24</b>	<b>\$1188</b>	<b>\$396</b>	<b>\$49.50</b>
	4 Weeks	8	\$440	\$440	\$55.00

You'll get no less of an experience in your training with semi-private training. In fact it has more value then most training programs as it still comes with all the individuality of having a 1 on 1 personal trainer/coach working with you through your program but with the added bonus of sharing the experience with similar minded people working towards their own health goals in the studio (up to 2 people in the studio at any one time).

(1) All prices are GST INCLUSIVE.

All sessions are limited to within the 4 weeks of the starting program date, sessions do not carry over past the 4 week program.

Any missed or rescheduled sessions need to be conducted within the 4 week program period, otherwise they will be forfeited.

Cancellations and or reschedules need to be notified a minimum of 12 hours prior to the scheduled time, not notifying the trainer before this time will be subjected to a forfeited session.

All package agreement payments are to be paid in full prior to the commencement of the initial assessment.

(2) To receive the rewarded discount the 'Full Package Price' amount which covers the whole period needs to be paid in full prior to the commencement of the initial assessment.

## Health Information

- Client acknowledges that the trainer/exercise coach is not qualified in the medical profession and it would not be appropriate to give diagnoses on any medical conditions or impairments outside their scope of practice and that all matters must be referred to the relevant allied health professional.
- Prior to the commencement of any fitness assessments or exercise activity performed, all clients are required to fill out and hand back the paperwork that should have been given to them from their trainer. This can include: a pre-screening and informed consent form, a Profile information questionnaire and or any other form or questionnaire that is related to the clients goals and that will be needed.
- Client agrees that all forms have been filled out honestly and to the best of their ability and disclosed all relevant information to the trainer/exercise coach that could unwanted injuries and or contraindication to their health.

## Information Privacy Policy

The Privacy Policy applies to personal information collected by Better Life PT Studio, as the business is an applicable organisation under the Privacy Act 1988 (Cth), which governs the way private sector organisations collect, use, keep secure and disclose personal information.

The Privacy Policy outlines:

- how and when Better Life PT Studio collects personal information;
- how Better Life PT Studio uses and discloses personal information;
- how Better Life PT Studio keeps personal information secure, accurate and up-to-date;
- how an individual can access and correct their personal information; and
- how Better Life PT Studio will facilitate or resolve a privacy complaint.

We recommend that you read and understand the Privacy Policy and keep it for future reference. If you require a copy of the policy just ask your trainer and one will be provided to you for future reference.

# Terms and conditions

## Session Details

- All sessions take place within the studio, at the predetermined scheduled time agreed upon by the client and trainer.
- Each session is based on a sixty (60) minute interval which will consist of an appropriate warm up phase, workout phase and cool down phase.
- Client must be aware that any distractions that take place in their allocated session time will take away some of the training effect of the current session, their accumulative effects from the 4 week training program goal, and overall delay the time they will need to reach their desired goals outcome.
- To reduce the risk of injury the warm up will never be skipped, regardless if the client comes late as this is in the best interest for adherence to their physical activity and long term health.
- Client will need to provide the studio/trainer with 24 hours notice of any changes in the predetermined scheduled training time, otherwise client session and payment will be subject to forfeit.

## Packages and Pricing

- All pricing is GST inclusive
- All package payments are to be made in full before the commencement of the initial assessment session.
- Packages are conducted in 4 week blocks, and all allocated sessions are to be redeemed within the 4 week block date of commencement of the first session.
- All sessions missed or cancelled need to be rescheduled within the 4 week block or they will be subject to forfeit. Sessions do not carryover to following 4 week blocks of packages.

# Terms and conditions

## **Clients Guarantee of Results**

- All programs come with a results guarantee from the studio and the trainer/coach, in respect to their desired goals.
- All program protocols provided by your trainer need to be adhered to as close a possible in order to give the body it's required stress stimulus and nutritional needs to achieve the long term adaptations and ultimately reach the goal.
- All results in regards to the initial goals in starting an exercise program are subject to individual physiological adaptations and the adherence to the trainer/exercise coach recommendations and other external factors.

# what to do now?

**Thank you for your interest and taking the time out of your busy life and trying to better yourself and your health.**

**After reading this I hope you might now have a better understanding of what it means to be strong and healthy and the approach on what needs to be done to achieve a better quality of life.**

**If you like what you've read and are even more eager to start making changes, give us a call today on 8544 1127 and we'll book you in for your first initial consult.**

**We look forward to seeing you again in the studio and working together on whatever health related needs you might have.**



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