

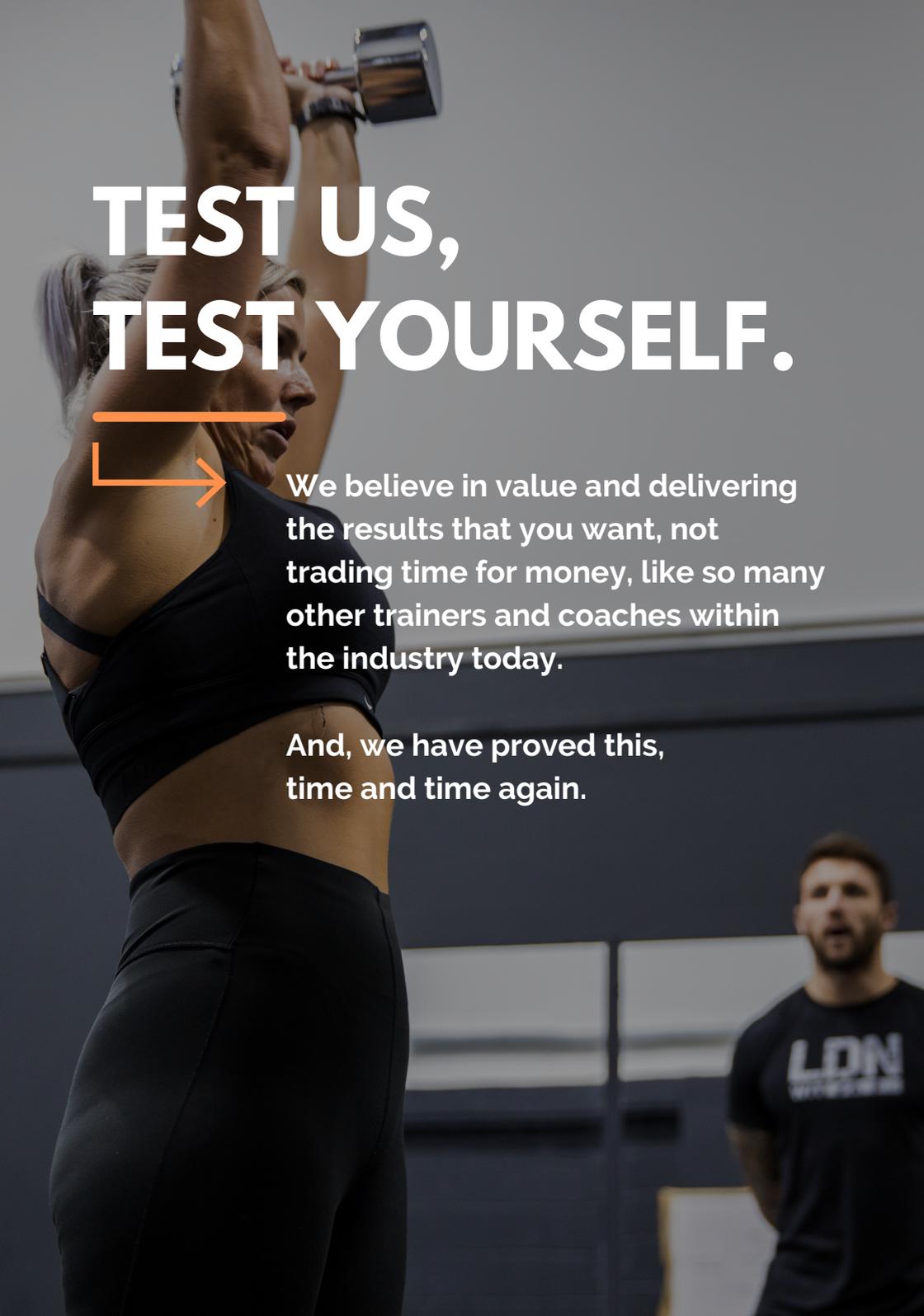


WELCOME

TO THE FUTURE
OF PERSONAL
TRAINING



DAN LAMBERT
FITNESS



TEST US, TEST YOURSELF.



We believe in value and delivering the results that you want, not trading time for money, like so many other trainers and coaches within the industry today.

And, we have proved this, time and time again.

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WELCOME

01

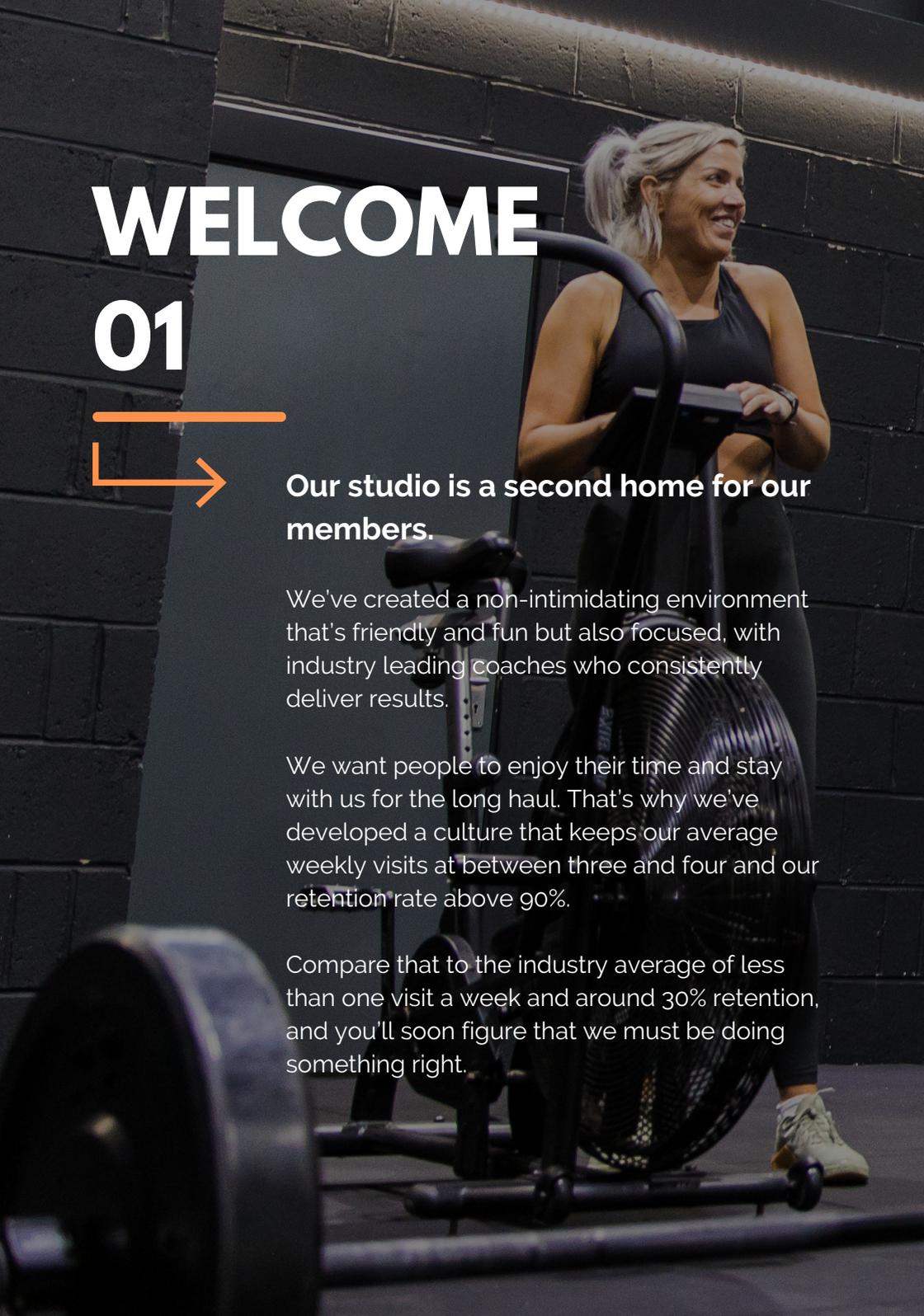


Our studio is a second home for our members.

We've created a non-intimidating environment that's friendly and fun but also focused, with industry leading coaches who consistently deliver results.

We want people to enjoy their time and stay with us for the long haul. That's why we've developed a culture that keeps our average weekly visits at between three and four and our retention rate above 90%.

Compare that to the industry average of less than one visit a week and around 30% retention, and you'll soon figure that we must be doing something right.



ABOUT US

02



WELCOME

MISSION STATEMENT



Our mission is to build upon our excellent reputation and set ever raising standards, in order to professionalise the industry of personal training.

Focused on retention rather than sales, we work tirelessly to improve our service to our members.

We are guided by deep-seated values that push us to achieve unparalleled performance, professionalism and culture, inspiring each other, our members and our peers to be the best that we can be.

It's no happy accident that our retention rate is greater than 90%. Most of our members have been with us for a number of years.

CORE VALUES



LEAD BY EXAMPLE

We encourage coaches and clients to lead by example; we behave professionally, take pride in everything we do and strive to be better. And, as leaders, we're focused on improving our members, our team and our reputation as an industry leading studio.

→ Be punctual, presentable and reliable.

→ Never stop learning and share your knowledge.

→ Be patient, be approachable and be humble.

→ Set the example, work hard and inspire others.

→ Live your brand and uphold your reputation.

CORE VALUES



SUPPORT COMMUNITY

We are customer-focused; we're welcoming, open and supportive and we make our members feel like they belong. We're a strong, supportive community, striving to bring out the best in one another, as coaches and as members.

→ Greet everyone with a smile.

→ Create rapport and build relationships.

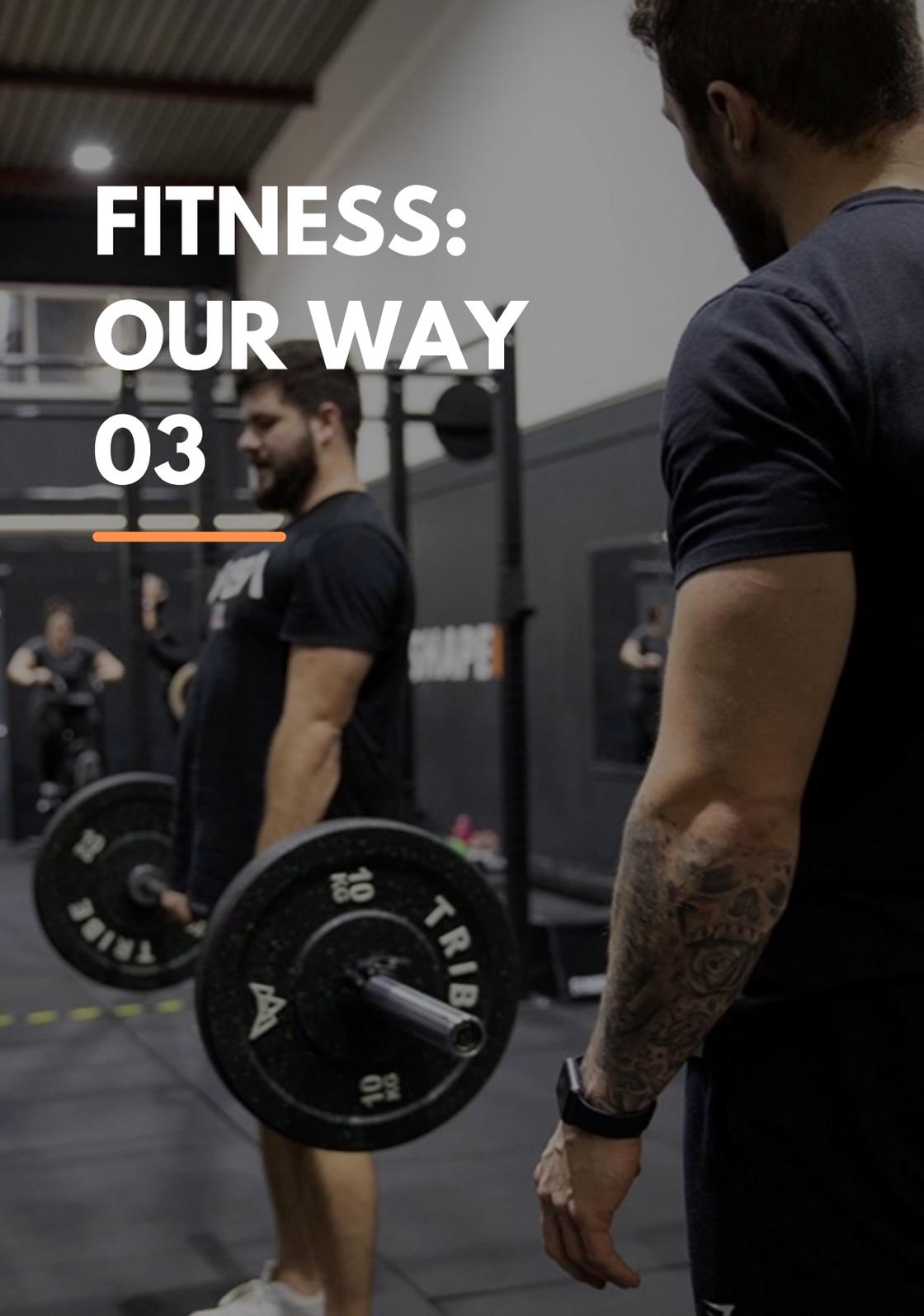
→ Be natural and have a laugh.

→ Be professional but informal and never too serious.

→ Encourage teamwork.

→ Speak openly and respect others opinion.

FITNESS: OUR WAY 03



WELCOME

TRAINING MANIFESTO



We help everyday people discover their inner athlete, providing the highest quality session based on the following principles;

Whether you're new to training or have been doing it for years, we take the time to teach you 'our way'.

We do more than just take you through workouts, we educate you along the journey, so you learn the hows & whys of training that stay with you for life.

1 QUALITY
OVER QUANTITY

2 MOVEMENTS
OVER MUSCLES

3 PRIORITISE
COMPOUNDS

4 VARIETY
OF STIMULUS

5 TIME
EFFICIENT

6 MOBILITY
FIRST

7 STRONG IS FOR
EVERYONE

8 DEVELOP AN
ENGINE



FAT LOSS FOCUS



Get the best results, for the least amount of effort.

Fat loss takes effort. Be prepared to work hard for it, but you won't need to hammer yourself seven days a week. We want you to get the best results for the least amount of effort.

Our programme is built around full-body free weight and bodyweight movements typically performed 2-4 times a week, focusing on multi-joint exercises like squats, lunges, push-ups, chin-ups – the hero moves if you want to shed fat.

We add to this some short, sharp conditioning sessions or low-intensity aerobic work 1-2 times a week, either at the end of your workouts or as separate sessions.

WELCOME

A RECIPE FOR SUCCESS



MOBILISE

↳ We release tight areas and get the joints moving with a range of movements that help prepare you for the activity ahead.



STRENGTH

↳ This section features full-body strength training, focused around free weights and bodyweight exercises.



CONDITIONING

↳ We finish each session with high-intensity supplementary work designed to increase your work capacity, muscular endurance and cardiorespiratory efficiency.

DESIGNED FOR YOU



We tailor the programme and pace to suit you.

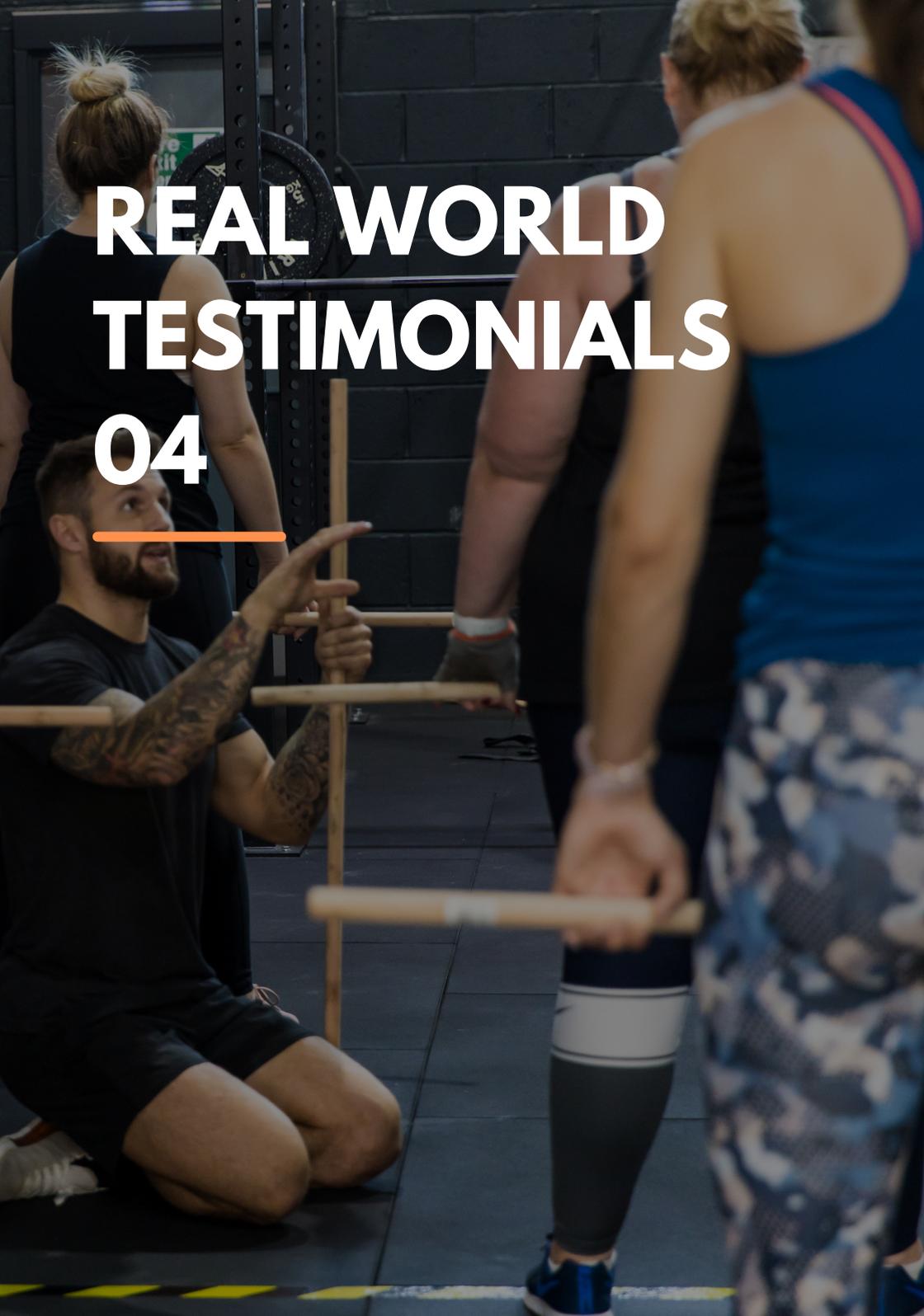
Since stepping into the industry, almost 15-years ago, we have worked with hundreds of people, covering a wide range of ages and fitness levels. This puts us in a good place to understand the variety of goals and needs our clients and members may have.

Everyone goes through an initial consultation which lets us gauge your current fitness levels, gain an understanding of your personal goals and develop a programme to suit you.

We can even offer a 1-2-1 fundamentals programme, which focuses on coaching in a relaxed environment where you can go at your own pace and take the time to learn, ask questions and build a relationship with your coach.

REAL WORLD TESTIMONIALS

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WELCOME

RESULTS THAT SPEAK FOR THEMSELVES



Open your mobile phone camera and hover over this QR code to hear authentic, real life stories from some of our members...



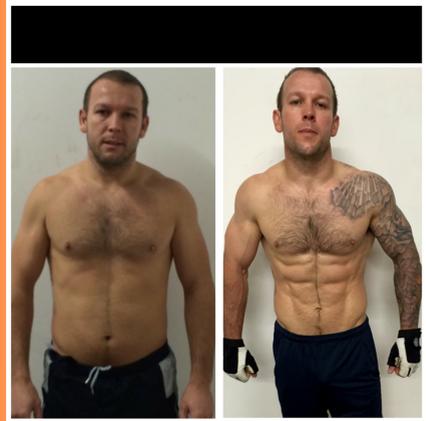
or visit [www.danlambertfitness.com](http://www.danlambertfitness.com/testimonials)
/testimonials



Christie had become comfortable in a relationship, had stopped playing a sport she loved and was looking to find her 'mojo' for exercise again. She is now training 3x per week as well as playing netball competitively.



An example of what can be achieved within 12-weeks with guidance, dedication and determination. Tom trained 4x per week and followed fat-loss focused nutritional guidance set by our coaches.



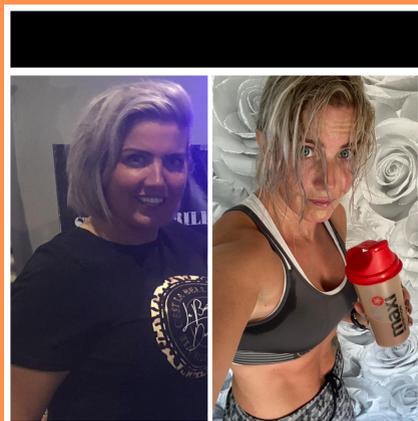
Booked a holiday somewhere exotic and want to feel your best on the beach? This is an example of what can be achieved within 12-weeks, training just 3x per week and following flexible nutrition guidance.





"I never thought I'd achieve what I have - I have pushed myself out of my comfort zone and have done things I'd never imagine - and that's thanks to the support network at DLFIT."

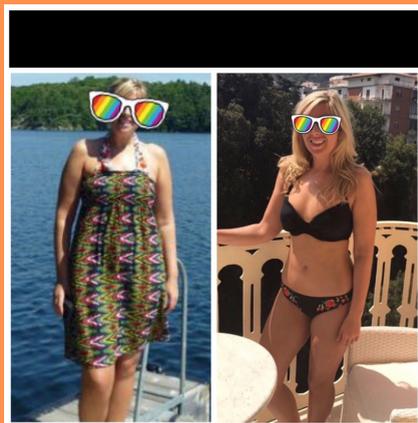
Tracey began her journey with an 8-week goal of feeling confident in a bikini. Two and a half years later she has competed in national fitness competitions and has cycled the Three Peaks for charity!



Paul is an example of how you can dramatically change your life for the better with a healthy approach to exercise, a balanced diet and the support of expert coaches who can help guide you along your journey.



Scales obsessed Sam finally felt confident enough to take a photo of herself in a bikini. Something which seemed impossible to comprehend when Sam first walked through our doors.





"I'm being pushed and I'm working harder than I ever have before and - weirdly - I really enjoy it! I have accidentally found a love for exercise which has now become a huge part of my life".

ENJOYING THE PROCESS



Our results can be defined in many ways: achieving weight loss, reducing body fat, increasing lean muscle tissue, getting stronger and improving overall fitness levels.

All these changes are great, but it's equally important that you learn to enjoy the process. If all you do is focus on being a certain weight or achieving a specific percentage of body fat, you can sometimes forget to enjoy the journey.

Just as essential, if not more so, is the positive impact the programme has on your day-to-day life. Having more energy and confidence, along with the effect of developing healthy habits, all contribute to leading a happier, healthier life.

BEYOND THE GYM

05



WHAT IS EXPECTED

The results you'll get depend on what you're prepared to do. Here are our top tips for staying focused and maintaining your momentum.

BE REALISTIC

↳ Unrealistic goals will only cause frustration if your behaviours are not in alignment.

IDENTIFY THE BARRIERS

↳ There's a reason your goal isn't currently a reality: you simply aren't doing what's required to achieve your ideal shape or fitness level.

BE PREPARED TO MAKE SACRIFICES

↳ Do you enjoy more than the odd glass of wine several nights a week or order a takeaway a couple of nights a week? You'll have to ask yourself if you're prepared to alter these habits.

INCREASE YOUR 'NEAT'



Its not just about the time you put into the gym!

Let's say you spend 3-5 hours per week in the gym. That's great, but what you do outside of that has a big impact on your results and your health.

Simply moving more and sitting less can boost your health because of the calorie burning effect called NEAT (non-exercise activity thermogenesis).

Here are 4 methods you can use to increase your 'NEAT':

- Set a step goal
- Set reminders to move
- Take the stairs
- Walk or cycle to work



LDN
WITH

NUTRITION BASICS



Eating really doesn't have to be that complicated.

The foundation of any successful approach to nutrition is based on most of your intake coming from whole foods and by monitoring portion control. Sorry it doesn't have a fancy name, but it's the basics done well that work.

Focus on getting nutrient-dense foods into your system and cutting out processed, calorie-dense and nutritionally devoid foods. Aim to get adequate protein, a variety of vegetables, starchy carbs, fruit and some good fats.

We've created three nutrition ebooks to help you see where you are now and how you can build on it. Download your copy from our website resource centre.

WELCOME

BASIC NUTRITION PRINCIPLES

- Eat regularly
- Eat more vegetables
- Eat enough protein
- Cut down on fast & processed foods
- Drink less alcohol
- Monitor your calorie intake

No surprises there, right? It's true, nutrition could be that simple for some of us. Embrace these principles, and you'll develop a great baseline to help you achieve your goals.

Turn choices into habits

↳ Of course, the challenge is converting these healthy choices into sustainable habits. But we're ready with the support and resources to help you.



EATING OUT



Restaurant meals, dinner parties and special occasions: they're all things that people don't account for in their nutrition regime. The main problem is that you simply end up consuming too many calories, throwing out your daily count.

But we all live in the real world and going out for a meal with family and friends is a big part of our social culture. So, what do you do?

Here's one easy strategy: if you know you're going to eat out, just have smaller portions for your two other meals and save the bulk of your calories for your main meal. It'll help to balance things out and mean you can relax and enjoy the occasion.

See our nutrition ebook for a simple guide on how to make better choices when eating out.

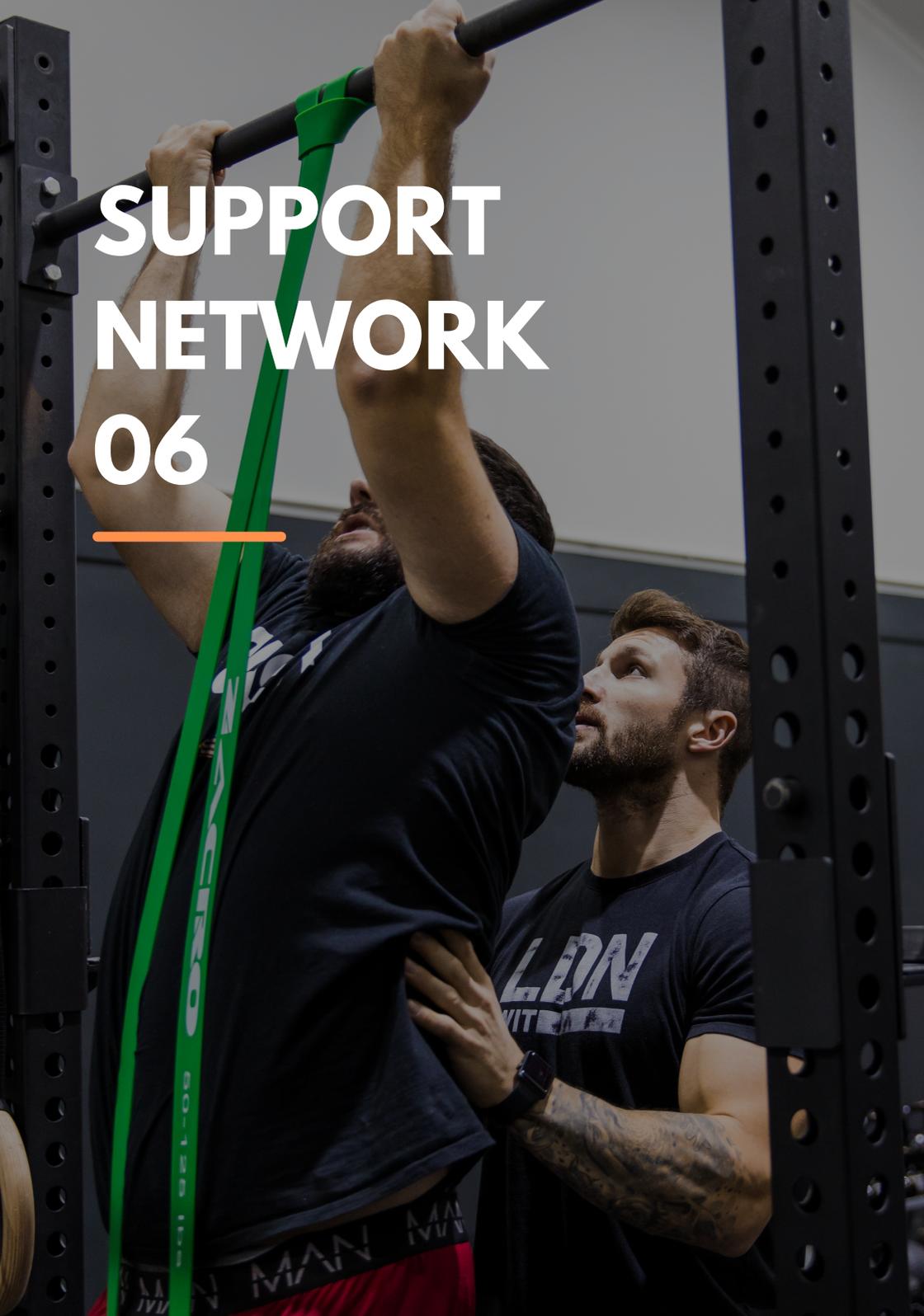
SLEEP AND RECOVERY



All types of training put the body and its systems under physiological stress. By incorporating recovery protocols into a training programme or exercise journey, the body will be able to adapt and cope effectively. This adaptation is it becoming fitter, stronger and healthier, which allows the body to be pushed to the next level where training goals can be reached.

Proper recovery also helps you to avoid injury and illness that can come from the build up of stress and fatigue over an extended period of time.

Speak to your coach to discuss how you can ensure you are recovering optimally between sessions and how you can improve your sleep quality.



SUPPORT NETWORK

06

SUPPORT GROUPS



Change is easier with friends.

We have a range of support groups in place to help you become acquainted with other members. Speak with like-minded people, who were probably in your exact position not too long ago and develop strong bonds and new friendships.

You can communicate with your coach and other members using our members app, numerous WhatsApp groups, WhatsApp message board and a discussion forum.



EVENTS AND CHALLENGES



Create memories which will stay with you for life.

We pride ourselves on pushing our members out of their comfort zones on a daily basis, but every now and then we go the extra mile by guiding our very special community through life-changing events, competitions and charity challenges.

We mean it when we say we want to inspire, so we are with you every step of the way.

We have recently took over 30 members to a national fitness competition, run multiple long-distance obstacle races each year and have even raised over £10,000 for charity by cycling the 450-miles between, and climbing, the UK's three highest peaks; Ben Nevis, Scafell Pike and Snowdon.

8 HACKS TO SUCCESS



Setting up a simple routine, rather than 'winging it' will help keep you on track.

These routines are sustained by building simple and easy to perform 'habit stacks' into your day, which help your brain and body perform tasks on an automated loop, reinforced by positive reinforcement.

To learn more about how you can create new habits, give bad habits the boot and set your routine up for success, speak to one of our coaches - but for now, here are a few tips...



**BOOK SESSIONS
IN ADVANCE**



**TRAIN AFTER /
BEFORE WORK**



**PREP YOUR
MEALS / SNACKS**



**KEEP TRACK OF
YOUR METRICS**



**TRACK CALORIES
WITH 'MFP'**



**CHECK IN WITH
YOUR COACH**



**REACH OUT TO
OTHER MEMBERS**



**ENGAGE IN
SUPPORT GROUPS**

FREQUENTLY ASKED ???'S

What is the difference between SGPT and a class?

↳ Classes serve large groups of people with very little individual focus. SGPT takes all of the benefits of a personal training session and applies that to a manageable group of 2-4 participants.

What if I am at a different level to the other people I am training with?

↳ The coach will be able to manipulate and change a programme to suit all levels. This means that you won't necessarily be doing the same exercise as the other people in your group or you may be advised to work at a different pace within a designated time. No single participant will have influence over the session quality of the other participants.

FREQUENTLY ASKED ???'S

Does it matter if I don't know the people I'm training with?

↳ SGPT gives you the opportunity to meet new like-minded people and develop strong bonds of camaraderie and friendship.

Will I get nutrition advice alongside my training?

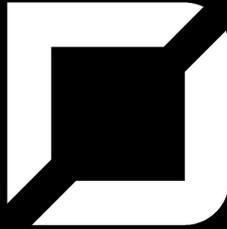
↳ Yes, nutrition advice comes as standard to everybody training with us.

Will I become just a number?

↳ Every member is treated as an individual and is guaranteed 1-2-1 care and attention alongside their SGPT sessions. You may be working out in a small group, but you are treated as an individual client.



RAZE



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FITNESS



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