

➔ THE LOOK BOOK ➔

THE TOTAL TRANSFORMATION

WANT TO SEE WHAT SUCCESS
LOOKS LIKE WITH YOUR OWN EYES?

12 WEEKS
+ 1 PLAN =
BEST YOU!

CHECK OUT **5** INSPIRATIONAL
PEOPLE, WHO THROUGH USING THIS
PLAN HAVE TRANSFORMED THEIR
BODIES AND CHANGED THEIR LIVES.

IF THEY CAN DO IT, WHY CAN'T YOU?

SUCCESS IS ABOUT WORKING
SMARTER NOT **HARDER**

FIT4LIFE
HEALTH AND FITNESS



WELCOME TO FIT4LIFE HEALTH & FITNESS

Award winning gym based on the boundary of both Hyndburn and Rossendale that specialises in Fitness, Nutrition and Lifestyle Transformation

Are you like 99% of my customers, who come to me to either to lose weight, get in shape or restore their health?

Do you share their passion to get fit, their motivation to change their lives, their readiness to get started?

Have you also failed time and time again in the past?

Why do so many people fail when they are motivated, passionate and ready?

For most of my clients keeping their weight down and staying in shape has been a life long struggle. Yo-yo dieting, quick fix weight loss solutions, food addictions, the stresses of modern life, hormonal changes, poor nutritional choices, and a lack of self-esteem have all meant that past attempts to get fit have often failed before they even started.

Our biggest hurdles are always ourselves, that negative voice that comes from deep inside. Ultimately, the motivation slowly fades, the mental hurdles start being put in place, we swap action for excuses and soon enough we are back where we started.

So how do we create positive change?

2 WORDS

**INSPIRATION
& ACCOUNTABILITY**

THIS IS WHAT THE
LOOK BOOK IS ALL ABOUT

FIRSTLY, IT SHOWS YOU WHAT IS POSSIBLE

— BY READING OUR CLIENT'S SUCCESS STORIES AND LETTING THESE 'NORMAL PEOPLE WITH EXCEPTIONAL WEIGHT LOSS JOURNEYS' BE YOUR INSPIRATION.

Stories like that of:

- **Naomi on page 11** Came back from two years off training due to serious injury. Went from deadlifting 25kg to 95kg in just six months, drastically improved her netball and cricket performances, completed tough mudder and dropped a dress size
- Or **Suze** who on **page 12** after just 5 weeks increased energy levels and her core and back have improved dramatically.
- **Chloe** lost 2.5 stone in 4 months, dropped 2 dress sizes and toned up
- **Isabella** Lost 2.5 stone in 4 months and lost 7 inches off her waist
- **Lisa** dropped a dress size in 4 weeks and started to see some definition in her stomach and arms. Also felt her anxiety significantly reduce and her confidence improve.

You will begin to realise that these are normal men and women, from all races, all ages and all walks of life.

They simply share one ultimate goal: to reach their target weight and STAY THERE!

They also have another thing in common, ME. This is where the accountability part comes in to it, but we will get to that later. The first

thing you really need to believe is that ANYTHING is possible, you just need to be in the right mental space to let it happen.

While our 6 week transformation is just the start, once you start reaching your initial goals you will realise the sky is the limits. From the testimonials you will see that many of my clients took it beyond 6 weeks and achieved amazing transformations. This is why we offer 12, 18, 24 and even longer transformation programmes.

What really makes this programme stand out from the rest is that we don't just go on BMI's, as these can be really deceiving. Some of the fittest people I know are considered obese purely because of their build. Where others who have no lean muscle at all are within the "normal" range.

So read the Look Book, take in the testimonials and give us the opportunity to transform your body and your life. It's in your hands now, don't let fear hold you back.

Sincerely

Luke

PS: Make sure you see our special offer on page 21. There you will discover how to get 2 FREE eBooks to kickstart your journey today!





TRANSFORMATION

SECRETS

BEFORE WE EVEN START
DISCUSSING WHAT I CAN DO
FOR YOU, I WANT TO LET YOU INTO

4

IMPORTANT TRANSFORMATION
SECRETS THAT WILL HELP YOU ON
YOUR PATH TO SUCCESS.



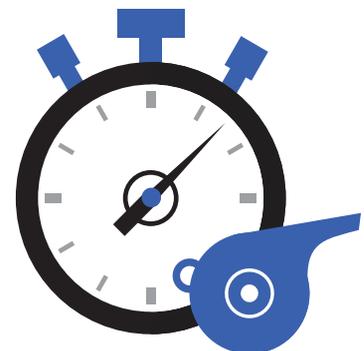
SECRET 1

GET A COACH IN YOUR CORNER

There is a reason why every athlete, singer, business leader, entrepreneur, self-help book, psychologist either has one or suggests using a coach. BECAUSE THEY WORK! Think of them as a mentor, a trusted teacher, a person who will celebrate all the highs with you and pull you through the lows. They are your motivators, they hold you accountable, they challenge you to do better, they broaden your horizons, they are with you through thick and thin.

When it comes to exercise coaches are critical in putting in place the systems that ensure your exercise routine yields maximum results, as well as ensuring your motivation levels never wane. They provide the objective feedback you need, are able to move you forward and have a bona fide understanding of the science and the techniques needed to make this transformation.

Coaches understand you are an individual and treat you as one. They are able to break your ultimate goal into bite-sized chunks that you are much more able to achieve.



SECRET 2

DEPRIVATION IS NO WAY TO LIVE

Like it or not calories play an important role in weight loss, meaning too often we deprive ourselves of the things we enjoy and that taste good. While we might start of with the right intentions, diets like these lead to rebellion as we simply cannot ignore the cravings.

It doesn't just stop there. Even if you can get over the mental deprivation our bodies can't distinguish between intentional calorie deprivation (diet) and starvation. Meaning they shift into protective mode, slowing your metabolism and holding onto fat. We start burning muscle and when this happens, well you know something is going seriously wrong. Yet still it gets worse as you reach the dreaded 'rebound effect', where you end up generally putting on more weight than you started out with.

So what is the answer?

Eating sensibly and burning more calories through exercise that boosts your metabolic rate. This should be done by following a precise exercise routine and a proper diet where the nutrient ratio is balanced to your body's needs and food is consumed regularly.





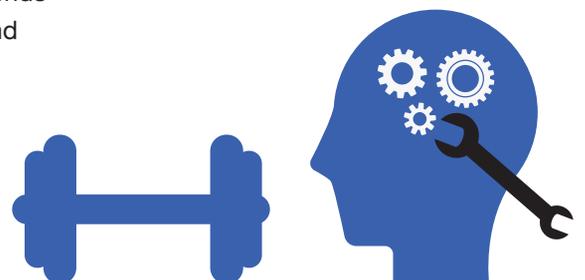
SECRET 3

STRENGTH DOES MATTER

For too long cardio has taken centre stage when it comes to weight loss. Luckily the fitness industry has moved on, so should you. Muscle is a metabolically active tissue, that stays active long after you finish exercising it. Meaning that the more lean muscle you have the more energy, aka fat, you burn. If you can train your body to be metabolically active the 95% of the week you are not at the gym, you will be burning fat long after you have had your shower and headed home.

Strength training does not mean looking like Arnie, or even a bit butch/bulky, in fact resistance training actually has the opposite effect. As lean muscle is more

compact and firmer than fat, meaning resistance training tends to make you smaller, firmer and ultimately sexier.





SECRET 4

ACCOUNTABILITY

We will discuss this in detail later, as this is what the transformation programme is all about. We have also touched on it when discussing the power of a coach. In my eyes you cannot mention it enough, accountability is key to weight loss. Unless you have someone to hold you accountable you are almost destined to fail.

Why is it so important?

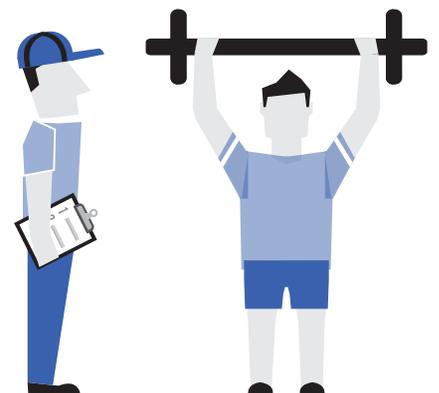
Because most people can't get to grips with three simple factors:

1. Most people have a difficulty with commitment, especially something which requires whole lifestyle changes
2. Most people don't understand or grasp the importance of progression

3. Most people lack the personal accountability required to reach a weight loss or fitness goal – it is just too easy to cheat yourself.

The answer to accountability?

By aligning yourself with a coach or in a like minded group you suddenly have that accountability. It is as simple as that.



A man and a woman are high-fiving in a gym. The man is on the left, wearing a red tank top, and the woman is on the right, wearing a black sports bra. They are both smiling and looking at each other. The background is a blurred gym setting with other people and equipment.

TRANSFORMATION

→ TIME! ←

CHLOE

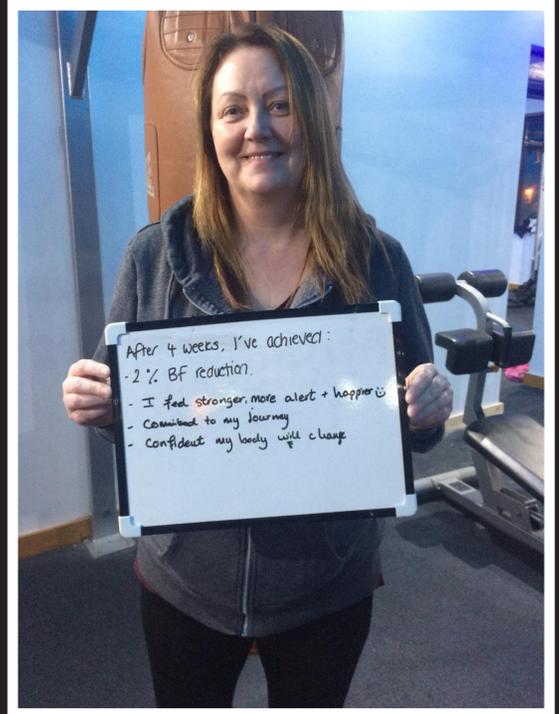


BEFORE



AFTER

AMANDA



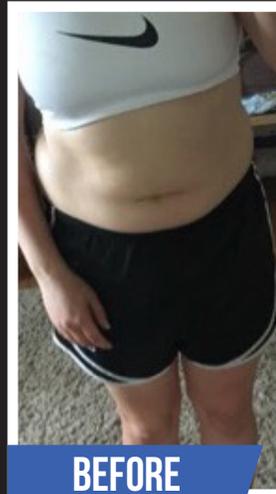
After 4 weeks, I've achieved:
- 2% BF reduction.
- I feel stronger, more alert + happier 😊
- Committed to my journey
- Confident my body will change

LISA

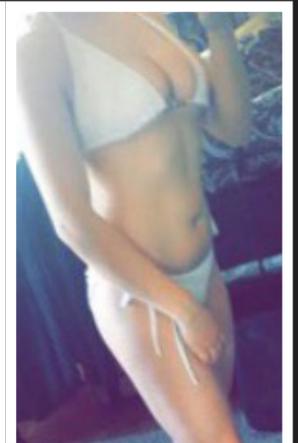


I am Lisa
I have lost 4 INCHES IN UNDER
4 WEEKS
I FEEL MORE TONED, FITTER
& LESS ANXIOUS. 😊
♡

IZZY



BEFORE



AFTER

NAOMI

FEATURED TRANSFORMATION



JAN 2013

JAN 2015

In 2013 I began a rehabilitation programme following serious spinal surgery. This led me to becoming fitter and healthier and to losing the weight I had battled with for many years. I had found a new love for both strength and functional training but in the past 18 months I had allowed other things to get in the way and my gym training had become zero.

I was determined to get back to where I had left off but found I had lost my confidence in programming my own routine. After meeting Leah at my induction, I decided to sign up to an initial block of sessions with her to get my routine and programme back up and running. 3 months later I am still having sessions twice a week with Leah! This has given me structure and, I'm loving 'lifting heavy' again and combining this with functional training to improve my movement for the other sports I play.

Leah's sessions are fun, challenging, and unpredictable - no session is ever the same! Leah offers support and advice not only during sessions but also away from the gym via text and email. I'm looking forward to continuing working with her to keep achieving and smashing my goals!



LISA

FEATURED TRANSFORMATION

How do I feel now?

Hi, My name is Lisa and I started group PT about 9 weeks ago.

How was I feeling before?

Mainly anxious and frankly frustrated. I had some motivation but no information. I needed help and guidance. I found the gym environment stressful and unwelcoming. I had tried on numerous occasions to find a gym and had in fact purchased a membership but had not been able to attend due to anxiety.

How do I feel now?

Happier and a little more confident! When I attended my first initial taster session I struggled getting out the car. I sat in the carpark for what felt like hours psyching myself up, then eventually entered the gym with tears in my eyes. I'll be honest I thought I'd made a mistake but Leah was really relaxed and reassuring. I felt understood and catered for rather than feeling thwarted. I enjoyed the challenge and wanted to be at the gym, it's a massive reform!

Do I stick to the plan completely?

I haven't missed a group PT session and I've even started attending the gym to do my own bits of cardio! When Leah said 'ok you got some homework' I thought it would be a great opportunity to actually go it alone. I can't stress enough how much of a big deal that was for me, to be able to utilise the gym for myself (alone). I asked

my PT for advice and routines e.g. machines, how to use equipment, what exercise should I be doing for what. It just made the process really easy for me and help put things into a manageable perspective that limited my stress and anxiety levels.

The dietary element I've just started. I'm trying bits and it's often hard when you have to meal plan for a family of four. I have however found the breakfast and snacks easy to introduce, just small changes.

Where am I now?

I'm trying to incorporate this into my daily life, I want it to be a lifestyle not just a 12 week program. I'm motivated and more confident which was key to actually stepping foot in a gym. The groups make it easier, you're all there for the same thing, a common goal. You also have a sense of teamwork, the need to not let people down and keep going. I find being in a group seems to motivate me more! It's hard but having knowledge and support has made it achievable.

How did I start the change?

I think the main factor has been Leah, she was warm and honest from the get go which put me at ease. I didn't feel judged or pressured and was completely validated. The most difficult part for me was walking into that building... the exercise didn't scare me. I was low and unconfident and just needed a little extra attentiveness and Leah saw that. The support

and encouragement I've received have given me a platform to preform, reform and transform! I really do want to continue with this after my 12 weeks are up and now I feel like it's possible.... Thanks Leah! ☐



SUZE

FEATURED TRANSFORMATION

Hi, My name is Suze and I started my PT group about 5 weeks ago..

How was I feeling before?

Overweight, no energy and low self esteem. I suffer from anxiety and grief after losing my husband in 2015, I lost a lot of weight and over the last few years piled it back on again. I ate emotionally and got in a vicious cycle. I like being active and enjoy doing things. I wanted to feel fitter and feel better about myself again and was planning to do a coast to coast on my bike and now I had to do something to feel more energised.

How do I feel now?

After 5 weeks I have seen a big change in my energy levels. The PT sessions are a mixture of cardio and strength and I have done reps of things I never thought I could do. Leah encourages you to push your limits which is what I need. Being part of a group helps me to stay focussed and I enjoy going to the sessions. It helps me to keep going even on days where I feel emotionally drained. It has helped me to feel more energetic and give things a go. Leah really helps to keep you going.

Do I stick to the plan completely?

I have a bad back so Leah has helped to keep the intensity of the work outs but changed some of the exercises to ensure my back gets stronger. It has helped my core and my back muscles so much. Something I thought I may never see again. The nutritional side has

been so helpful to me. It's not a diet it's a way of life and I have changed the way I view food. It's easier to say no to things when you are focused on a goal. Working in a school there is forever biscuits and school pizza in the staff room but the nutritional information Leah has given has helped me to change my eating habits, I'm doing it in small steps so I can stick to them easier and I know after 16 weeks this is something I will keep doing. I am eating healthier and I enjoy it. I have missed a couple of sessions due to other commitments but Leah has helped me to reschedule them. I'm starting to add home workouts to my schedule. Being a mum and working full time with my partner in college, it's a bit tricky sometimes but Leah has given me a set of exercises I can do at home around my work and commitments and I'm starting to implement them.

Where am I now?

I am much more confident with my body and I feel much fitter. I managed to even run 5k the other weekend something I have never done before. I'm not a skinny girl and never have been but slowly I'm starting to get my curves back and my clothes have loosened. My muscles are much stronger in my legs and arms I can feel it when I'm carrying the shopping! I love the feeling of achievement after each session and all of these changes have helped me to feel better about myself and helped me control my eating habits. Leah and the others in the group have helped me keep

motivated and my partner has seen a change in my energy levels and figure. I want to keep this up after the 16 weeks and know these changes have helped me to realise that someone as big as me really can feel fitter even after a few weeks!

How did I start the change?

By going to Fit4life and speaking to Leah. She showed me around and asked what I was looking for. They had great equipment and the people using it didn't seem to be in a competition with each other for who had the biggest muscles, like you see in most gyms, which helped me feel at ease. Leah talked me through the process and I was happy to sign up. It's the first time I've really stuck to a class and I'm enjoying it. This is an experience that has really helped me. I have been a yoyo dieter most of my life but this time I know I really want to change. Fit4life has helped with that. Thanks Leah.



THE IMPORTANCE OF SEEING INTO THE FUTURE

One of the biggest stumbling blocks to any weight loss or fitness programme is the participant not being able to even get past the starting line!

We are motivated until we actually have to **'do it'**, the moment we need to take action something in our brains screams **STOP** and we give up.

A great way to bypass that little voice is to have a vision board. This is nothing new, business leaders, entrepreneurs, celebs, social media influencers, in fact most successful people have one. Many of us have an idea of what we would like to look like, but a lot of the time this is not realistic and can often negatively impact our progress when results don't appear as fast as we hope. Our vision is a more realistic one, that will help keep you on track through it's attainability.

All you need to do is locate the percentage range that best represents

you now and one that represents where you would like to be in the next 6 weeks. Then determine where you want to be in the next 12, 18 or even 24 weeks.

Our ranges are based on a 5'5" (1.67m) female and a 5'10" (1.75m) male. While in both genders weight is distributed evenly, which is often not the case in real life, they give you a great idea of where you are and where you can be.

If you are stuck between two ranges, go for the heavier one as your starting point. You can then read the chart to get a good idea of where you are and the implications of this.

Please bear in mind this system is NOT perfect, but does give a great idea of where you are and where you want to go visually.

STEPS

1. Determine which percentage range best represents where you are now
2. Set a goal for the next six weeks and choose the percentage range that best reflects that goal
3. Set goals beyond 6 weeks, 12, 18, 24 and even longer

BODY FAT TABLES



WOMEN

BODY FAT TABLES – WOMEN

PERCENTAGE BODY FAT	WHAT IT MEANS FOR WOMEN IN GENERAL	WHAT YOU SHOULD BE DOING
10-12%	<p>This is incredibly LOW and is not considered safe or healthy. This is competition level body fat for body builders, and is not something even they keep up year round.</p> <p>Externally you will have clearly visible veins. Your hair and skin health may be affected and you are likely to look drawn. These are just the external implications, the internal are likely to be a lot worse.</p>	<p>Unless you are a professional body builder and under medical supervision this is NOT advisable. You need to be making a conscious effort to gain weight and seeking medical support if necessary.</p>
15-17%	<p>This is still lower than what would be considered healthy and is the kind of levels people try to achieve if competing in fitness competitions.</p> <p>Muscle definition will be high, but it is unlikely that you will have many curves.</p>	<p>One thing you should be constantly monitoring is your menstrual cycle. If this stops or becomes irregular you should consider gaining weight immediately.</p>
20-22%	<p>This is where you should be looking to be if you are wishing to be considered in the 'physically fit' category. This is the body fat percentage that high functioning athletes try to maintain year round.</p> <p>Muscles will be well defined, without any excess weight in "trouble" areas. You will have reached a healthy balance where your body has the nutrients and fats it needs to provide you with the energy you need to enjoy life to the fullest.</p>	<p>If you are here give yourself a clap – you deserve it!</p> <p>You are clearly living an active, fit and healthy lifestyle. Have found the perfect balance of calories in vs calories out.</p> <p>Keep doing what you are doing as it is WORKING!</p>
25%	<p>For most women you are in the DREAM range. The perfect mix of toned and curvy. With clearly defined hips, thighs and buttocks – you are not too slim and not too heavy!</p> <p>So I am hoping you feel comfortable in your skin and accept while we all have 'problem areas' (which are easily addressed), you are pretty much perfect.</p>	<p>This is a great bracket to be in. If you are able to keep your body fat stable at this level you will be amongst the slimmer end of western society and should be feeling happy about the way you look and feel.</p> <p>Our only note would be keep an eye on the scales and tape measure every now and then, as it is easy to slip down a bracket.</p>
30%	<p>This is a real grey area, as it really depends on age. Below 30 and you should be aiming to go down a category or even two. Once you have hit your mid 30s you are in what is considered "normal" range. Over 45 and you are starting to head towards the lower end of normal.</p> <p>That being said, normal does have its limitations and is based on averages taken from a society that is expanding rapidly.</p>	<p>While for lots of age brackets a body fat percentage of 30 is considered normal we would say it is time to get more active. As it should be noted that a percentage of 32 plus is considered obese.</p> <p>It may also be time to take a look at your dietary intake and cut down on the treats and snacks. Trying for cleaner eating is where you should be heading.</p> <p>Muscle tone is likely to have dropped significantly, so how about picking up some weights.</p>
35%	<p>At 35% and beyond weight gain becomes a lot more obvious. It will show on your face and neck and in less supported 'soft-areas' stretch marks may appear. You will begin to see evident stomach rolls and folding of skin over the bra strap and over the waist band of trousers.</p> <p>In terms of body measurements we are talking about waist measurements of 32 inches (80 cm) and hip measurements around the 40 inches (1m) mark.</p>	<p>It is time to get seriously active. From here up it is a slippery slope where your body fat will begin to start impacting your health. Number one thing is to simply get active and cut out all the high sugar, processed, foods and start looking at your calorific intake.</p>
40%	<p>Waist around 35 inches (89 cm) and hips of 42 inches (1.07 m)</p>	<p>You need to take drastic measures to start correcting your lifestyle as your health is at risk. Consult a medical professional for advice on the best way of doing this, so to not negatively effect your health.</p>
45%	<p>Waist 37 inches (94cm) and hips reaching 45 inches (1.14 m)</p>	
50%	<p>Waist beyond 40 inches (1m) and hips exceeding 45 inches (1.14 m)</p>	

Remember previously I mentioned accountability and how I would be helping you with that.

Think of motivation as a sprinter and accountability as the long distance runner. Sadly, weight loss and body transformations are more of a marathon than a sprint, which is why accountability has to take centre stage.



What do I want in return?

My business is built on reputation, that is the secret to the fitness industry. Simply telling people I can transform their lives, their bodies, their health is not enough any more. I need to be able to show them the phenomenal transformations my programme is achieving and that is where you come in.

I have only limited spaces on my 12 week transformation challenge course, make sure one of them is yours. After all if you are serious about transforming your life, what do you have to lose.

SO WHAT NEXT?

The ball is now in your court, if you are ready to accept the challenge contact me directly on:

+ (44) 7872 916917

I can't wait to start this transformation with you.

Luke

FIT4LIFE
HEALTH AND FITNESS



Contact us today and we will send you **2 free ebooks** to kickstart your fitness journey