

# 10 Week Fat Loss Program

**Upon Registration:** Congratulation Email and send CIQ to complete

## **Week One: Group Meeting Launch:**

- Goal-Setting & 6 Week Results Manual – Review Program Expectations and how to achieve them
- Speak about Group Support and Accountability
- Discuss Food and Activity Logs
- Partner Measurements, Weight, Before Photos
- Q & A

## **Week One – Motivational Email:**

- Send motivational email right after launch
  - Welcome and Congrats on their journey
  - Reminder about Week One Homework
    - Read Section One and Section Two—Program Expectations and Lifestyle Coaching
    - Complete Lifestyle Coaching Drills in Section Two
    - Complete the corresponding quiz for Sections One and Two in the back of the manual – Optional
  - Review the Fitness & Training Makeover Commitment Expectations
  - Personalize the email – comments to participants, words of encouragement

## **Week Two – Group Meeting**

- 5 minutes - Weigh-in
- 15 minutes - Review nutrition and activity logs in partners – oversee process
- 20 minute talk:
  - Review - Fitness Commitment signed, Fitness Wishlist, SMART Goal setting, Obstacles, Discuss Missing a Workout is much more than...
- 20 minutes Q & A

## **Week Two – Motivational Email:**

- Send motivational email
  - Reminder about Week Two Homework
    - Read Section Three—Cardiovascular Exercise
    - Design your Personalized Exercise Program
    - Calculate your Heart Rate Training Zones
    - Complete the corresponding quiz for Section Three in the back of the manual – Optional
    - If you've purchased a Heart Rate monitor bring that as well so we can teach you how to use it and program it for you.

- Link to more Logs
- Encourage a support system – Who is holding you accountable when I'm not there? Schedule workouts with a team-mate.

### **Week Three – Group Meeting:**

- 5 minutes - Weigh-in
- 15 minutes - Review nutrition and activity logs in partners – oversee process
- 20 minute talk:
  - Review importance of CV training to weight loss and Heart Health, Discuss Low Intensity / High Intensity & Duration relationship to weight loss. Discuss the importance of mixing up intensity/duration during weekly programming, Calculate HR Training Zones. Encourage client to invest in a HR monitor, Discuss RPE
- 20 minutes Q & A

### **Week Three – Motivational Email**

- Send Motivational Email:
  - Reminder about Week Three Homework
    - Read Section Four—Resistance Training
    - Complete the corresponding quiz for Section Four in the back of the manual – Optional
    - Ask where they feel successful and where they need support.
  - Link to more Logs
  - Link to Success Stories on NWPT/NWWFC as inspiration to stick with it

### **Week Four – Group Meeting:**

- 5 minutes - Weigh-in
- 15 minutes - Review nutrition and activity logs in partners – oversee process
- 20 minute talk:
  - Review importance of Muscle Conditioning to metabolism, weight loss, bone density, posture, injury prevention, Discuss reps/set ratios, focus on technique, discuss momentary muscle fatigue), Discuss NWPT progressions/Ideal session
- 20 minutes Q & A

### **Week Four – Motivational Email:**

- Send Motivational Email
  - Reminder about Week Four Homework
    - Read Section Five—Nutrition
    - Complete the corresponding quiz for Section Five in the back of the manual – Optional
  - Links to Recipes on NWPT website
  - Link to more Logs

### **Week Five – Group Meeting:**

- 5 minutes - Weigh-in
- 15 minutes - Review nutrition and activity logs in partners – oversee process
- 20 minute talk:
  - Review Weight Loss Equation – Review how to increase calories out and decrease calories in, Explain why diets don't work, Discuss importance of water, fiber & protein, avoiding a diet that is too low in fat and minimizing alcohol intake, Discuss sample meals and meal planning/scheduling, Discuss portion sizes/portion control, Discuss how to set up lifestyle and home/work environment for success, Discuss the importance of a multi-vitamin
- 20 minutes Q & A

### **Week Five – Motivational Email:**

- Motivational Email:
  - Reminder about Week Five Homework
    - Read Section Six - Lifestyle Changes
    - Complete the corresponding quiz for Section Six in the back of the manual - Optional
  - Link to more Logs

### **Week Six – Group Meeting:**

- 5 minutes - Weigh-in
- 15 minutes - Review nutrition and activity logs in partners – oversee process
- 20 minute talk:
  - Review how to increase activity during life, Discuss the role of stress in weight loss and how to manage it, Discuss the importance of sleep and how it affects weight loss, Discuss how to break habits (stimulus / response equation)
- 20 minutes Q & A

### **Week Six – Motivational Email:**

- Motivational Email:
  - Reminder about Week Six Homework
    - Review your program adherence, progress, results and establish new goals, action steps and expectations with your Coach
  - Link to more Logs

**Week Seven-Nine:** Follow the same format but tailor to the groups needs

### **Final Group Meeting:**

- Redo Measurements and Final Weigh in
- After Photos
- Congratulate the group on their successes and commitment
- Initiate a sharing segment: Ask everyone to share their highlights/successes from the Fat Loss program (e.g. What results have

you achieved? What are you most proud of? What compliments have you heard from friends and family?). Have a video camera ready to capture these great testimonials.

- Awards:
  - Certificate of Achievement - Given to everyone who completed the Program – Say something inspirational about each client and try to give a special award to each person
    - Person who lost the most inches
    - Person who lost the most weight
    - Person who lost the greatest % of body weight
    - Most inspirational
    - Most dedicated/consistent
    - Hardest worker
    - Happiest, most positive etc
  - Give out \$25 Gift Card from NWPT
  - Group Photo – Fun, “Flexing Muscles” shot
  - Finish with a call to action. 10 weeks are over but forever now begins! Talk about future support options. Explain how you can continue to lead them on their journey.
    - Personal Training, Partner/Team Training, Nutrition coaching...
  - Evaluation of Program

#### **Post-Program Email:**

- Congrats on their successes – Include Group Photo
- Encouragement to stick with it – to make it a permanent lifestyle change
- Reminder to use \$25 Gift Card

#### **Post Program:**

- Success stories/Testimonials/Photos/Video clips on Website & Facebook
- Follow up with participants two weeks later to ensure they are still on track and hopefully inspire them to start with you.