

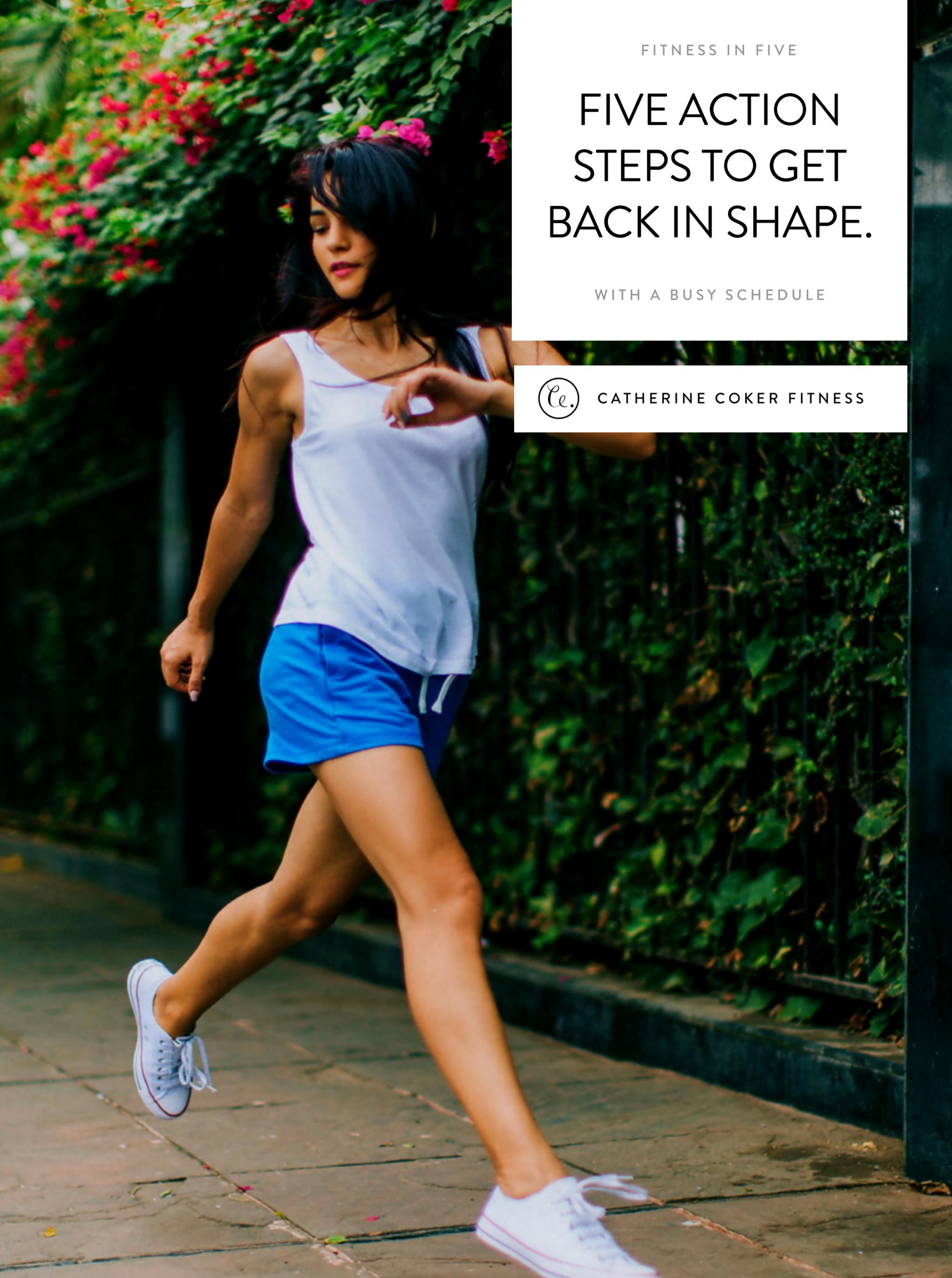
FITNESS IN FIVE

FIVE ACTION STEPS TO GET BACK IN SHAPE.

WITH A BUSY SCHEDULE



CATHERINE COKER FITNESS





Hi,

Catherine here, I'm a personal trainer and dancer based in Auckland, New Zealand. I'm crazy passionate about giving women the tools they need to get moving and love the skin they're in.

I'm realistic about the needs everyday life places on us. I've developed a system where getting active and looking your best is possible! It doesn't have to be a massive commitment or burden. It just takes a little bit of adjusting and nudge in the right direction.



HEALTH AND FITNESS WITHOUT THE FUSS.

In today's society we work more, move less and spend almost all day sitting behind a desk or looking after other people's needs. Food comes fast, filled with ingredients the list as long as our never ending 'to do' lists. Because of these factors it's no wonder half the population are struggling with weight gain.

Companies pry on the vulnerable offering fads and quick fix solutions to the real problem. They promise the earth but don't deliver. They leave you feeling dejected. On top of this we have a job, families and a terrible excuse of a social life to try and juggle.

We simply don't have the time to eat well or commit to an extreme exercise regime. We've convinced ourselves that it's not possible to have the body of our dreams and the freedom to live a flexible, happy lifestyle.

It's too difficult and we can't stand the inevitable disappointment of one more failed attempt.

Now I'm not going to promise you what I'm offering will work without a little effort from you but I am saying you can have your cake and eat it too. You can eat without guilt, starvation or meticulous calorie counting. You can skip the gym when you're not 100% up for it. Remember it's not about being perfect, it's about being consistent.

Imagine waking up looking in the mirror and being proud of the skin you're in. Imagine having energy to burn, improved health and confidence.

You can, just like my client Ashleigh who started shifting weight by simply implementing the 5 steps listed. She unlocked her potential, gained knowledge and confidence in herself every step of the way.

1

STEP ONE

FALL IN LOVE WITH FOOD AGAIN.

Cook healthy delicious food. I don't know how many years I believed healthy food was boring and tasted awful. It wasn't until I experimented with recipes and ingredients that I LOVE that I realised food can be healthy and taste delicious.

Listen to health professionals advice. (not some bro science or fad) Be logical and a critical thinker. Seek trained nutritionists advice and read their articles. Make sure they are properly qualified to speak on the matter.

Education = Freedom Once you understand what each macro and micro nutrients role is in your bodies daily functions you will begin to take responsibility into your own hands. Spend some time educating yourself and you will find it hard to refute the facts. You will be much more willing to adhere to a healthy lifestyle.

Why calorie counting doesnt work for everyone: Calorie counting can work, especially if you are a logical and scientific minded person. However, It can bring a very restrivtive mentality with it. Calorie counting also doesn't account for physiological adaptations to diet, psychological reasons for poor eating habits, exercise, hormonal imbalanaces and gut health. Which a nutritious well-rounded diet does.

Allow treats and enjoy life! I am a huge believer in the 80:20 rule eat awesome 80% of the time and the other 20% just eat the damn burger, drink the milkshake and go let your hair down. If you restrict anything, psychologically you feel deprived and are more likely to rebel or 'blow out.'



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2

STEP TWO

EXERCISE.

Commit to exercise. Where ever you are in your fitness journey just commit to improvement. Start out with 3 x per week and build it up as you get stronger and fitter.

Sculpt

performing body weight or using weights in the gym will help tone your muscles, boost your metabolism and make you stronger. Perform 3 - 5 resistance based sessions per week.

Slim

Maintaining a low body fat percentage is largely about cleaning up your food however doing some cardiovascular exercise will help get rid of any stubborn layer that wants to hang around. Perform 1- 3 cardio based workouts they can be a mixture of LISS, moderate or HIIT.

Stretch

Keep your body mobile by going to a stretch class or performing your stretches at the end of your sessions.

Fun and Varied

Try different forms of exercise. Go to different classes, have a few staples in your week and the rest should be enjoyable! Don't get stuck grinding away on your own.

These three elements make a killer combination. If you can do all three during the week your body will thank you for it and you will be able to continue doing it as you're not locked into a regiment. You should be able to have some flexibility with your workout programme during an unpredictable busy working week.



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3

STEP THREE

MINDSET MATTERS.

“THE BODY ACHIEVES WHAT THE MIND BELIEVES.”

Goal setting

Laying out clear goals is the first step to success. Start with three Long term goals that have a strong motivator or reason WHY you are doing this. Break each goal into smaller 30-day focus or short-term goals. Make sure the goals are SMART, (specific, measured, achievable, relevant, and timed.) Have a visual reminder of these, like post it's on your mirror or try making a vision board.

Positive self talk

What you speak over yourself has a huge impact on your actions. Begin to notice any negative self-talk and

replace it with positive affirmations. Set time each morning to set your mind right by acknowledging your strengths and remind yourself of what weaknesses you're working at changing.

Reducing stress

Too much stress will increase cortisol levels and inhibit weight loss. Some stress is good, it actually is what makes you stronger, but too much begins to wreck havoc on your system. Make a list of what feeds you and what drains you and be sure to actively make time for what feeds you and limit the stressors in your life.



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STEP FOUR

FIND YOUR TRIBE.

Finding a group to connect with is a massive key to lifestyle change and weight loss success. Without it when the going gets tough you're more likely to quit and go back to your old ways.

You need **accountability**. It's too easy to start something without telling anyone, then if you fail or it doesn't work out you feel no sense of shame or embarrassment. I get it, however when it comes to changing habits or adopting a new lifestyle you need someone who is trustworthy to know and keep you accountable. You are more likely to put in the effort. So what if you fail? That's how you learn and that's when the next element comes in..

Support - This can be in the form of a friend, partner, fitness group, personal trainer or nutritionist. Support is needed when you have questions that need to be answered or you feel like giving up. A word of encouragement or kindness is sometimes all you need.

Most importantly you need **community**. Motivation, discipline and determination are fantastic, but it's when the chips are down that, support, community and accountability will lift you back up. It takes 21 days to form a new habit. That's 21 days of wins and failures. Sometimes you'll need help and finding that is what will make the difference at sticking to your goals long term.



CLICK THE ACTION BUTTON JOIN
MY COMMUNITY ON THE GRAM.

5

STEP FIVE

GET ORGANISED.

The saying if you don't plan, you plan to fail could never be truer.

I know that when the working week starts I am less likely to have the motivation to make the right food choices especially if my pantry is bare and I'm too tired.

On the weekend spend an hour deciding what healthy meals you want to cook throughout the week. Choose recipes that have been created by a nutritionist, make sure it is healthy and delicious. Always cook enough for leftovers to take as lunch the next day. Know what time of day you will be

exercising and make sure you pack a gym bag ready to go to the gym. Get in the habit of preparing this every night so you're not rushed or forgetful in the morning.

Wake up with enough time in the morning to refresh your mind practicing your mindset tasks. This all takes a little self-discipline but believe me it will make your life much less stressful and ordered in the long run.

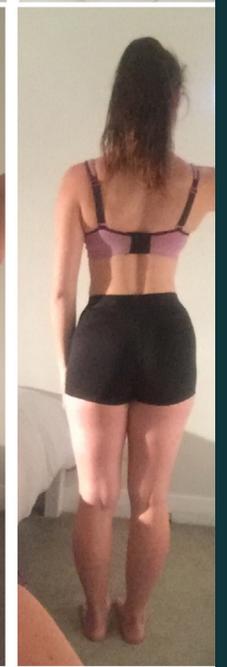
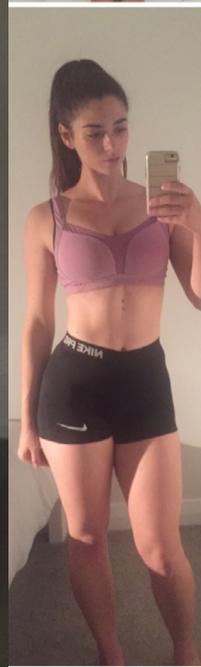
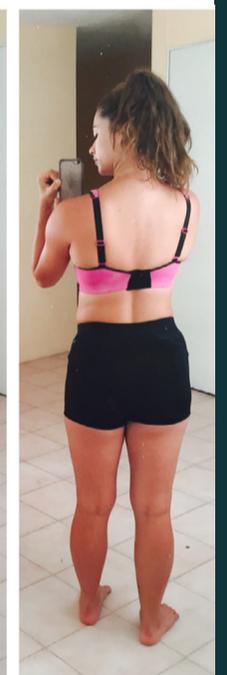
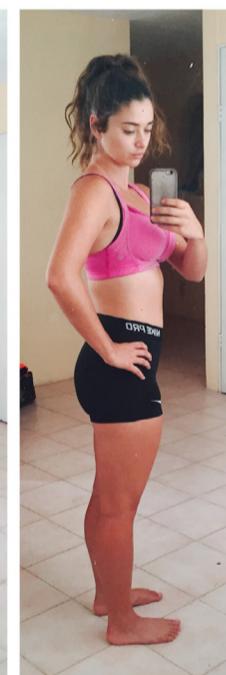
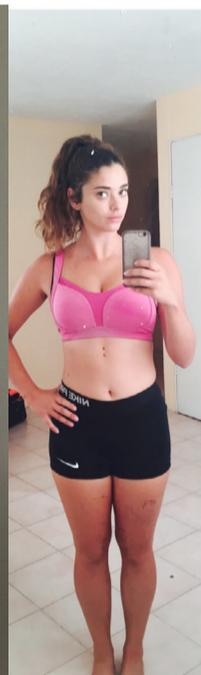
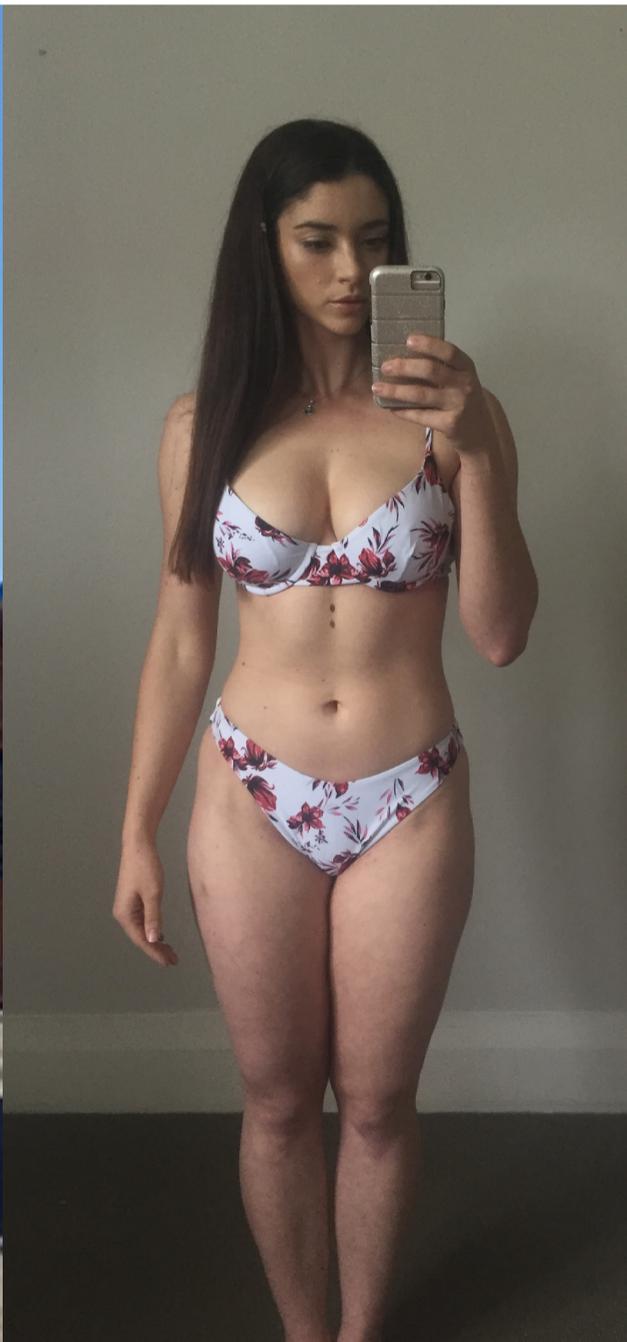


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TRUST ME, I'VE BEEN IN YOUR SHOES.

The biggest misconception is that personal trainers are just born with good genetics, luck, resources and oodles of will power. Since the age of 15 I've battled with my weight and mind. I have had times where I've juggled five jobs and I've had many obstacles to overcome.

I'm a regular women and I've gone on a journey filled with ups and downs. I want to guide you, show you how I did it and encourage you that whatever your circumstance you CAN have the body you want, the energy and lifestyle to go with it. You do not have to do it alone and you don't need to be extremely drastic or regimented. You do have to be willing to listen, learn and implement the five key steps I've laid before you.



Thank you x

I hope you've found the five actionable steps helpful and can start implementing them in your life straight away. From my experience, the first step is to whole heartedly **believe** in yourself and your ability to change.

When you're ready, send me an email introducing yourself so I can help you choose the right service that will help you achieve your goals, wherever you are and whatever your circumstance.



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