



**Welcome**

*Naomi Ferstera*  
GET FIT. GET STRONG. GET HEALTHY.

# Welcome

Welcome to your our VIP coaching program - 31 Strong! We are absolutely thrilled to have you doing this program with us! This letter outlines the things you need to be doing each week and when get forms submitted to us.

Please have a read through this document carefully before getting started.

## Weekly Timelines

### Monday

Emails are sent out for the new week

### Tuesday - Thursday

Food diaries need to be sent to your coach

Meal plan requests need to be sent to your coach

### Sunday

Last day to do your weekly check in with measurements and progress photos

## Food

### Meal Plans

If you are getting meal plans, these are done **Monday - Friday and requests need 24 hours to be processed**. This means, if you want your new meal plan before the weekend, you must get it in by **Thursday** at the latest.

Each week, you will be given **one, single day meal plan** that will show you how to eat in a way that meets your macros and/or calories. You can request specific foods be included or excluded - please provide as much information in the **Food Questionnaire** to make sure we provide a suitable plan for you. When you receive your meal plan, if you don't like anything, you can ask for changes to be made. However, due to the time involved in creating these plans, you only get one edit per meal plan (you can ask for numerous changes at the time but you only have one edit opportunity per meal plan).

If you are going out for a meal on the weekend, you can ask for specific foods and/or alcohol to be included on the meal plan so you can see how to alter your regular eating routine for your event. It's very important that you are still able to enjoy life, while doing our program. Remember, you can ask for any food you like to be included on your plan, don't be shy to ask :)



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## Calorie Controlled Programs

If you are following a calorie controlled program, we recommend using **My Fitness Pal** (MFP) and upgrading to the premium version for your time with us. This enables you to share your food diary in the simplest way. We also recommend connecting our app with MFP as it will allow us see your daily calories and macros easily.

## Intuitive Eating Programs

If you are following an intuitive eating plan, we recommend using a **program or app** to record your food data. Please make sure that you are recording your **protein intake each day for the first 4 weeks**. We also ask that you take **photos of your food with a knife and fork in the picture (for size reference)**. The photos enable us to see volume which is often the issue more so than what just people are eating. You can then send us your data and photos via our app.

## Exercise

Exercise is a very important element to our programs and we place equal emphasis on food and exercise as we are health focused program (rather than just a weight loss program). Every exercise program comes with video demonstrations and you can send videos of you exercising so that your coach can check your technique.

For your cardio exercise, we recommend you start the **4 x 4 program**; either start with the **modified 4 x 4** or start with **1 interval of the 4 x 4**. There are videos showing you how to do these and you can follow along when you're ready to try it.

With your weight-based training, we recommend that you train in a gym to give yourself the best chance of succeeding. We encourage three weights sessions each week with 1 or 2 HIIT/cardio-based sessions.

**Stretching** is also an incredibly important part of our training program and we suggest stretching most days if possible. We also recommend trying classes like yoga or pilates to improve your flexibility.

## Emails

Every Monday you will get an email an email from us with information relating to the program including important links, reminders and tips. We find sending it to you on Monday gives you the prompt you need to get your new meal plan requests in. It's also a great way to get you refocused and back on track if you got a little lost over the weekend. You will get the results you want if you can build consistency with your food and exercise.



# Welcome

## Website

On the website there is information for you to work your way through. Each month we have a different focus for you. Take your time with each element of the program as it can take a while to read and listen to it all. You have plenty of time, so don't rush. The most important task is getting your food questionnaire completed, get you app access set up and start working through your pre-program content.

## Facebook

Please make as much use of the **Facebook group** as possible. In this group we will chat about all things relating to the program, health and fitness (and everything in-between). You can also message Naomi in the Facebook group and ask about your meal plan or anything relating to food and exercise.

## Before You Start

### Measurements

Before you begin, please make sure you do all your measurements and photos. As much as it can be uncomfortable doing this, they will provide you with the greatest encouragement when you are feeling like you are not getting anywhere! Our app shows you how to do these accurately.

### Goal Setting

Set your goals! You need goals for your first month with us and start putting in your bigger goals. We will be doing a goal setting meeting with you to help you do this.

### Introduce Yourself in the Group

This is one of the hardest things to do but the best way for us to support you, is to get to know you properly. Doing lives allows us to have the closest relationship possible while doing an online program.

## Support

We are here to support you on your health and fitness journey and will do whatever we can to make this process as easy for you as possible. You can chat with us via our Facebook group, or through our app or you can chat with us via email. Our office hours are Monday to Friday but we also around on weekends to assist you with any questions.



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Finally,

Keep everything really, really simple. If you get overwhelmed, you will start to doubt and then you will stop. So you need to break everything down into little, achievable chunks. Set some short term goals, do your top 3 and take every day as it comes.

A great piece of advice is to not worry about tomorrow as tomorrow will worry about itself. Each day has enough troubles of its own. Just focus on today, today and deal with tomorrow, tomorrow. Did you know that most of the things you are worrying about in the future, are likely to never happen? How crazy is that?! The things we most worry about, never even eventuate!

So today, focus on what you can physically do and leave it that.

Each day that you successfully navigate, will bring you one step closer to your goals.

Remember, it is the little things; the little tasks that we do over and over again that become big things.

Every healthy meal and every workout will not produce visible results but what they do is they create momentum and the platform for your big goals. It is the accumulation of these little things that produce the big things!

The loss of a kilo here and there, the hint of a new muscle growing; these all contribute to the big weight loss and the lovely muscles we can see in the mirror.

So keep going!!

Do not stop.

Do not give up.

Be relentless.

The path is simple it is the work that is hard.

Be willing to work hard, be willing to put in the time and you will reap the benefits!



# The 10 "I Will" Commandments

1. I will do the work
2. I will be engaged in my community
3. I will be a supportive and helpful member
4. I will contribute positively  
(especially when it is a constructive criticism)
5. I will be resourceful
6. I will stay in communication with Naomi and the coaches
7. I will give 100%
8. I will make myself proud
9. I will make my loved ones proud
10. I will recognise my value and self worth so that I continue to take care of myself

