

➔ THE LOOK BOOK ➔

THE TOTAL TRANSFORMATION

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

More than just a before and after

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**

EMPOWERED
fitness



WELCOME TO EMPOWERED FITNESS

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:

- Carol on page 11 who has now learned to believe in herself
- Nicky on page 12 who is fitter and stronger than she ever dreamed

You will begin to realise that these are normal 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.

Once you start reaching your initial goals you will realise that the sky is the limit. From the testimonials you will see that many of my clients have achieved amazing transformations.

- Just check out a handful of our other transformations on page 10

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

Amy





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 off 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.





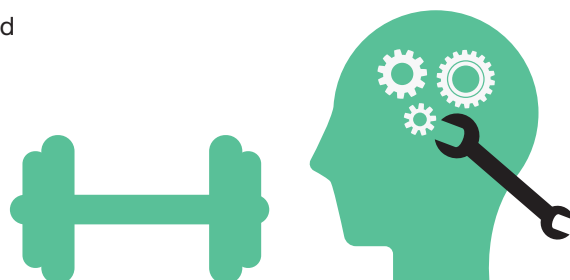
SECRET 3

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.





TRANSFORMATION

→ TIME! ←

ALL OF THESE PEOPLE LIKE YOU TRANSFORMED!

CAROLINE



WEIGHT BEFORE: 69KG, WEIGHT AFTER: 61.5KG
WEIGHT LOST: 7.5KG, CMS LOST: 47.5CM
BODY FAT % LOST: 6%

CAROL G



WEIGHT BEFORE: 79KG, WEIGHT AFTER: 69KG
WEIGHT LOST: 10KG, CMS LOST: 43.5CM
BODY FAT % LOST: 6.7%

BETH



WEIGHT BEFORE: 62KG, WEIGHT AFTER: 54KG
CMS LOST: 8KG, CMS LOST: 32CM
BODY FAT % LOST: 5%

EMILY



WEIGHT BEFORE: 84KG, WEIGHT AFTER: 76KG
WEIGHT LOST: 8KG, CMS LOST: 28CM
BODY FAT % LOST: 7%

EMMA



WEIGHT BEFORE: 80KG, WEIGHT AFTER: 70KG
WEIGHT LOST: 10KG, CMS LOST: 47CM
BODY FAT % LOST: 8%



CAROL W

FEATURED TRANSFORMATION



WEIGHT BEFORE: 65KG
WEIGHT AFTER: 52KG
WEIGHT LOST: 13KG

CMS LOST: 49.5CM
BODY FAT % LOST: 10%

What made you reach out to Empowered Fitness?

I realised at 57 I really needed to get out of a bad health and fitness place or was setting myself for a less than optimal older age. I couldn't control weight post menopause and had always struggled with activity due to poor balance.

What has changed since you joined?

I've lost 2 1/2 stone and learnt to lift weights! I'm so much more confident in my own abilities. I'm now learning to believe in myself and to take the challenge even if I can't do it to begin with. I can't believe how much my balance and general fitness has improved.

I love that I have a carefully reviewed plan that will help my metabolism and my specific issues. I appreciate the encouragement with just the right level of gentle challenge. The sense of achievement is incredible. Plus the team are all so nice, it's great fun and I laugh...a lot!

What would you say to someone thinking of starting?

I would say to anyone who is on the fence to give it a go! You have nothing to lose (apart from weight and fear) and so much to gain. If you are, like me, a woman in her late 50s who has a really difficult history with this stuff (I was the child that couldn't climb ropes or do a somersault) you really really can do this and it will help. I promise!

NICKY

FEATURED TRANSFORMATION

What made you reach out to Empowered Fitness?

I had been trying to get fitter and lose weight on and off for around 2 years without success. I'd tried the couch to 5km running programme and just couldn't progress. After a particularly depressing weekend when I had tried to run for 15 min and failed, and to top it off I found I'd gained weight, I sent an email to Empowered Fitness. Part of me was hoping they wouldn't reply! Amy called first thing on Monday morning and was so positive and encouraging, I arranged to meet her.

What has changed since you joined?

I have lost 13kg and 49cm. I'm fitter and stronger than I ever dreamed could be. The trainers are so supportive and encouraging I have found I actually enjoy training. They are very patient and explain things clearly so you feel able to tackle any exercise. Practical, realistic nutrition advice completes the package.

What would you say to someone thinking of starting?

If you are unsure whether or not to join, I'd say be brave and take the first step. With Empowered Fitness guiding you every step of the way you will be astounded what you can achieve.



WEIGHT BEFORE: 65KG
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WEIGHT LOST: 13KG
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BODY FAT % LOST: 10%





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. While 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 caloric 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.

We only have limited spaces for new clients, 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:

0117 403 7600

WWW.EFITBRISTOL.CO.UK

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

Amy Oldfield

