



LEANING6
BODY
TRANSFORMATION

The Leanin6 Programme

The Programme

1.0 Introduction

The motivation for many people joining a gym, studio or taking up a new physical activity is to achieve a change in body shape. While some succeed, the vast majority fail so there is a need for a focused programme to help people achieve their goal.

By the end of this section you will:

- Understand the thinking behind the programme structure and content
- Know how to run the six week programme
- Understand the commercial benefit of the programme

1.1 Minimum Operating Requirements

You must:

- Nominate a lead trainer/or you to run & champion the programme
- Be very familiar with programme content
- Implement the programme structure and communication plan
- Market the programme according to guidelines

1.2 Measure, Analyse and Improve

Please take feedback from the participants of each programme using the form provided so we can improve the programme and also use good feedback for promotion.

The lead trainer or Champion will have to read this manual and all attachments a couple of times plus read all of the nutritional information from Kyla Newcombe the nutritionist. Once read through will not do it; you must be very familiar with the whole format and the science behind the eating plans from the start.

Please view each of the video snippets that Kyla has done for each phase of the eating plan. These are on the App.

General content and structure

1.3 The Programme Philosophy

The thinking behind the programme can be described in the following paragraph. It is important that all team members understand the programme philosophy:

“Leanin6 will help people transform their body shape with a combination of YZ45 workouts, education about better eating habits and motivational support so they achieve permanent change.”

The programme will:

1. Improve members' activity level through YZ45 workouts and MyZone activity
2. Boost their Calorie burn using EPOC
3. Help them gain muscle tone
4. Provide an educational 3 phase eating plan with tips on meals and going out
5. Motivate using measurements and lead trainer motivation
6. Introduce group support and interaction
7. Help create a permanent change in their lifestyle

1.4 Programme Structure

Leanin6 is a six-week programme with a designated start and finish point. Body stat measurements will be taken from all participants at the beginning and end of the course in order to record the measurable improvements achieved by each participant.

The desired goal of each member will be achieved through participation in regular YZ45 workouts and adherence to the Leanin6 eating plan. The information provided by the plan will educate participants about the role of fats, carbohydrates and proteins in their diet.

The key elements of the Leanin6 programme are the YZ45 workout and lead trainer who is the 'face' of the programme. There is also support from a qualified nutritionist with excellent information on how, what and when to eat.

- The nutritionist will provide support via video and written information supplied on PDF and a summary in the app.
- The YZ45 Trainer will oversee adherence to the programme, encourage attendance at workouts and provide general encouragement and motivation through the 6 weeks.

Features of the programme that Members will buy into are:

- Full Body Measurements Week 1 and Week 6
- Access to the App for record keeping, tips on activity plus eating plans and video clips
- Unlimited YZ45 Workouts recommend 3-4 per week
- Expert nutritionist has created a 3 phase eating plan
- A MyZone belt is included
- Motivational e-bulletins sent out
- Nominated Lead Trainer that is monitoring and encouraging them through the programme using text, face to face and social media (with permissions)
- Group meeting at programme start and end

The programme will start for all on a designated day, for example a Saturday or Monday, with all participants having their measurements taken and recorded during that first week. They must download the app, register and then complete their first workouts wearing their Myzone belts.

Due to time constraints other trainers may have to help out with measurements, both at the start and end of the six week course. They will also have Leanin6 participants in their workout sessions; they should be aware of who is on the programme and take time to encourage them.

Body Measurements

1.5 Body Measurements

The body measurements are an important part of the motivation for the participant to change body shape. It is also a key aspect for the studio as the story of each successful body transformation is one you will want to tell to other prospective members (if permission is granted).

The body composition measurements to be taken at the start and end of the 6 week programme:

Body Scanner would be ideal but if not then using the scales:

- Body weight – essential
- Body Fat % - essential

Height – essential for BMI calculation

Before photo and after photo – optional but should be strongly encouraged

These measurements can be stored in the app plus there is a formatted Excel spread sheet provided. The participants can also measure themselves weekly and there is the capability in the app to record these results.

Body circumference measurements can also be offered and done at the start and end of the course:

- Chest
- Waist
- Hip
- Thigh
- Bicep

There is a 'How to' guide provided on taking measurements and these measurements can be stored on the excel spread sheet provided.

1.6 The Eating Plan

The eating plan has 3 phases each 2 weeks in length; each phase has a different purpose and aim to help the person change the way they eat.

Phase 1 is called **Fat Adapt** covers weeks 1 & 2 and aims to re-programme your cells to burn fat as the main fuel source

Phase 2 is called **Fat Burn** covers weeks 2 & 3 and the aim is to reset your hormones

Phase 3 is called **Metabolism Boost** - covers weeks 5 & 6 and aims to burn more energy.

1.7 The App

This is a very useful and easily accessible tool for participants plus the expectation now is that most programmes or activities like this have an app.

It adds to the 'value for money' aspect as this is only available to participants and also allows the lead trainer to keep tabs on who has completed which body measurements.

Section 1.7 goes through the app content screen by screen.



1.7.1 Home Screen

Welcome to the Leanin6 Programme

Our programme will help you change to your exercise and eating habits in a way that will last forever and create the new you.

*This is where our 'Science meets Fitness' meets your **Determination** to change your lifestyle.*

Let's get started!

1.7.2 Welcome Screen

"We know if you stick to Leanin6 you will see an increase in fitness, a decrease on body fat and feel your energy levels go up.

Our eating plan has been expertly put together and is designed to work with YZ45 workouts to get results. There are 3 phases each 2 weeks long; each phase has a different purpose building on the one before to help you achieve a change in your attitude to food and maximise your results.

Fat Adapt

Phase 1 is the first 2 weeks of the plan and aims to re-programme your cells to burn fat as the main fuel source.

Fat Burn

Phase 2 is the middle 2 weeks and the aim here is to reset your hunger hormones.

Metabolism Boost

The final phase is our last 2 weeks and will focus on ensuring that your body does not fail you by lowering its metabolism. By committing to this phase you will actually boost it!"

[Please meet our fantastic nutritionist Kyla Newcombe - video of Kyla introducing herself](#)
[Here is a reminder of why YZ45 workouts are essential to achieving your goal – video snippet of YZ45 workout](#)

1.7.3 Register Screen

We need to know your current habits to help you change

First Name:

Surname:

Your YZ45 Studio:

How many meals do you eat a day?

Do you snack between meals?

Do you eat breakfast?

Do you go longer than 4 hours without eating? (Excluding sleep)

How much water do you drink each day?

How many sugary foods or drinks do you have each day (tell the truth now!)?

How many units of alcohol do you drink each week? (1 pint / 1 medium glass of wine is about 2 units, again tell the truth!)

How many minutes do you spend walking on an average day?

What is your goal?

Electronic signing box to tap to share with your Trainer

1.7.4 Body Composition Screen

This is where the Week 1 and 6 measurements are logged and the before and after photos are recorded.

- Body Weight
- Height
- Body fat

The participants can also self-record weekly in the app.

1.7.5 Before and After pictures

This stores the transformation photos:

- Before photo
- After photo

1.7.6 Message Centre

This is not operational for now.

1.7.7 Fat Adapt Phase 1

Low carb to kick start fat burning

For the first 2 weeks to simplify your carbohydrate intake, freely eat foods listed in the low carb section that can be found in the Phase 1 article sent out with your welcome email, occasionally eat small portions of medium carb foods and avoid the high carb foods listed.

Drain your carb reserves and book in for 3 YZ45 workouts in week 1 and in week 2.

Fat Adapt Summary Week 1-2

- Burn through 2000 calories at the gym in the first week to empty your carb stores
Eat 20-60g carbs per day (see table)
- Have 1g of protein per kg of body weight (e.g. 70g protein if you weigh 70kg)
- Eat plenty of natural fats from foods such as fish, meat, seafood, nuts and seeds
- Cook with heat stable fats (coconut oil, butter, avocado and rapeseed oil)
- Fill half your plate with vegetables for fibre (in the low carb table)
- Eat only when hungry, and eat until you feel full
- Have 3 meals per day and 1 snack
- Only have alcohol on one night per week – no more than 6 units on this day
- Avoid sugary drinks

1.7.8 Fat Burn Phase 2

Am I a fat burning machine yet?

If you started this plan on a reasonably low carb diet while vigorously exercising a few times a week, you may already be a fat burning machine!

Also, if you've followed low carb diets in the past, your body may be able to adjust back into fat burning more quickly. For most of us though, studies show it takes around 4 weeks for mitochondria (the energy power houses in cells) to adapt to burn fat as fuel, so in this plan we will be following the low carb way of eating for 4 weeks in total to ensure we get you there.

Fat burn Summary – Phase 2

- Continue eating 20-60g carbs per day (see table)
- Only eat during an 8-hour window e.g. 10-6pm or 12-8pm
- Have 2-3 meals per day and no snacks (unless fat only snacks)
- Remember that calories still count, so don't overdo it if you aren't hungry
- Don't eat too much protein as this may be stored as fat
- Continue to only have alcohol on one night per week – no more than 6 units on this day

1.7.9 Metabolism Boost phase 3

Can I eat low carb for a long time?

The highly effective fat loss seen when following a low carb diet can make it very appealing to follow in the long term, but the reality is that if followed for more than 3 months, most people start to experience symptoms and their weight plateaus. If you love the 'Fat burn' stage of this plan, it's fine to extend this for a few weeks, or even a couple of months, but after this time, it will likely be less effective. Why? Your metabolism! Key to this plan is ensuring that your metabolism stays nice and high, so that's what we will be concentrating on in these final 2 weeks.

Week 5-6 summary

Fat burn - summary

- Cycle your calorie intake, having 2 x light days, 4 x normal days and 1 x feast day each week (see table)
- On your feast day, include 200 – 300g of carbs to keep your metabolism high
- Continue eating during an 8-hour window or less e.g. 10-6pm or 12-8pm
- Exercise when you have not eaten carbs for at least 3 hours
- Exercise the day after a feast day
- Continue to only have alcohol on one night per week – no more than 6 units on this day

1.8 Useful Tips

There are other areas of eating and drinking that are danger areas for those trying to achieve a body transformation those are:

- How to manage alcohol
- Dealing with going out to eat

These are covered in the PDF's.

1.9 Video Snippets

The nutritionist has recorded a number of video snippets to variously introduce herself and summarise each phase.

The videos will be on the app.

1.10 MyZone App

The Myzone app is a very useful tool and should also be utilised throughout the programme. It is particularly useful for the encouragement of the participant by the lead Trainer. The Trainer must check daily and spend ten minutes making comments and encouraging people on their workout and MyZone activity.

The group can be helped to interact with each other and chat after workouts to push the group element of the programme.

1.11 Bi-weekly Bulletin

These will help launch each phase of the programme so will go out every 2 weeks. Each email will explain the start of the phase and have PDF's attached that fully explain each phase.

These should motivate the participants to stay on track; please check they all receive them and have read the information attached.

1.12 The Trainer Touch

The whole programme is driven and given personality by the Trainer who is in charge of the group. The programme will not succeed unless the Trainer commits to being fully involved and gets other team members helping out.



The group will look to the Trainer for support and encouragement every step of the way and good leadership is essential to their success.

The Trainer will do the first group meeting where the programme is introduced and everyone in the group is highly motivated and excited about what is about to happen. This will set the tone for the 6 weeks and also put in a date for the end of programme meet.

During the programme a weekly call to each participant is recommended as a general support and motivation call.

At the end of programme meet all participants should be congratulated and all should get a small prize and certificate. The top three losers could then do a come up and get a certificate and prize with the top loser getting a free month membership or some sort of bigger prize.

During the pilot the lead trainer bought some ketosis strips from Amazon that are a bit of fun for participants to check out if they are in ketosis during the low carb phase. These are the strips and you can decide whether or not you want say to your participants to buy them.



1.13 Pricing the Programme

The programme can be priced according to what you think the market will bear and using different models. Below are a couple of examples:

Non-Members

Membership 6 weeks	£123
<i>(Monthly membership *12 divided by 52 then *6. If £89 per month is *12 =£1068 divided by 52=£20.53 * 6=£123)</i>	
MyZone Belt (cost price)	£48
<u>Direct Cost Total</u>	<u>£171</u>
To make it marketable range	£179 - £199

OR

Market Leaning as a body transformation programme in the range of £49 - £79 but if non-members want to take part they must join the studio. This is where they will buy the HRM and also the membership that suits them.

Members

For members to take part the cost is much less as they already have membership and a MyZone belt so the price can be decided by you. People do value things more if they have paid for them.

An example for internal pricing:

For a member:

Membership 6 weeks	£0 as already member
MyZone Belt (cost price)	£0 as already purchased
Direct Cost Total	£0 But it will take a lot of staff time
To make it marketable	£49 - £79

The pilot scheme sold successfully to members for £69 per person.

1.14 Sales & Promotion

In order to sell the programme the team need to understand why the programme will work and what it includes.

Features & Benefits Table

Feature	Benefit
Full Body Measurements Week 1 and Week 6	Motivation through measurement is well documented. It helps if someone else knows your goal and you write it down
Access to the App for record keeping, tips on activity plus eating plans and video clips	Information accessible whenever you want it. All measurements to hand. Can also input weekly weight if you want
Unlimited YZ45 Workouts	Get access to the full timetable and can fit classes in to your busy lifestyle
Expert nutritionist has created a 3 phase eating plan	Will help change the way you eat and help you keep weight off permanently
MyZone belt is included	Retails at £120 and you get access to an app that will help raise your general activity levels and so help you lose weight
A bi-weekly motivational e-bulletin sent out	Information and encouragement straight to your inbox.
Nominated Lead Trainer that is monitoring and encouraging them through the programme using text, face to face and social media (with permissions)	Will answer all your questions and is passionate about you achieving in your goal
Group meeting at programme start and end	Well documented that peer support helps you make changes and hit goals.

The programme is sold as a limited offering so for example, only 10 - 15 external people can take part at any one time. It is up to you if you want to sell places to members but it is recommended these are restricted to the number of places you feel you can cope with, for example 10.

If you have overwhelming demand from members you may have to run courses exclusively for them.

1.14.2 Promotion

The promotion of the course is recommended to be done through social media and prospect/ex-member databases and in the club. Promotion should start 2 weeks prior to the proposed first day of the 6 week programme:

- Promote through FaceBook page and Instagram posts – boost as appropriate
- Send promotional email to prospect and ex-member databases
- A4 poster in the club advertising the start of the course



A 1 page FB guidance PDF is found in the document library. The promotional tools are in the marketing portal.

1.14 Summary Schedule

Week	Activity	Who	Outcomes
-2	Promotional video out onto FB & Instagram Email all prospects on list	Studio Manager/lead trainer	Sign up 10 -15 externals for example
-1	Bulletin to members for limited places Boost on FB and Instagram	Studio Manager/lead trainer	Sign up 10 members for example
1	First Group Meeting with programme participants (PP) Measurements to be done and encourage 3-4 Workout participations this week The Welcome e-bulletin goes out with Fat Adapt PDF Daily check and comment on Myzone App for each programme participant Weekly call to each participant to encourage & inspire	Lead Trainer	Create some group feeling, articulate goals and get all set up with apps, belts and booked in for first workout
2	3-4 workouts for each PP Daily check and comment on Myzone App for each PP Weekly call to each participant to encourage & inspire		Check all have watched video and read the PDF keep spirits up through motivational comments on app
3	2 nd Bulletin with Fat Burn PDF will hit their inboxes Daily check and comment on Myzone App for each PP Weekly call to each participant to encourage & inspire		Mid-point 'blues' acknowledge feelings that this is hard and re-motivate. Check with everyone individually
4	3-4 workouts per PP Daily check and comment on Myzone App for each PP Weekly call to each participant to encourage & inspire		Check all have watched videos and read PDF ask for comments
5	3 rd bulletin with Metabolism Boost PDF will hit inboxes 3-4 workouts for each PP Daily check and comment on Myzone App for each PP Weekly call to each participant to encourage & inspire		Push hard on the end of the programme is in sight and a big final push can make a difference.
6	3-4 workouts for each PP Daily check and comment on Myzone App for each PP Final Body measurements and after photos Final Group meeting with prizes and well done & feedback		Check all have watched video and ask all to get final measurements done. Book the final group meeting and sort out the prizes.

1.16 Tools & Resources

Shown in attached schedules and/or available on portal

Staff Training presentation - in document library on portal

Introduction Meeting structure & content – see Schedule A

End meeting structure & content – see Schedule B

Promotional Email text – See Schedule C

Phase 1, 2 and 3 PDF's with full information – in document library on portal

Feedback forms - See Schedule D

How to measurement Circumferences PDF in document library in portal

Results Spread Sheet is in the document library in the portal

Schedule A Leanin6 - Introduction Meeting

Aim of the meeting

The aim is to explain the general programme content & structure and get everyone excited about taking part. Take this opportunity to introduce people to each other as buddies and peer support matter in weight loss. Start getting appointments booked and apps downloaded.

Where to have?

Can be in the reception area of the studio or if you have a friendly local café with space that would allow you in for half an hour that would work.

Prepare

Read through the suggested content below and make some short headers to remind you to go through each one. You may want to have access to the studio booking system or a handy pen and paper to get people booked in for measurements. It is very important to kick it off in the right way with positive reinforcement and prepare the participants to make the most of the next 6 weeks.

Suggested Content (tip – use the structure and your own words)

Welcome everybody; you have made a great decision to come onto this programme as I am fully confident that working together we will achieve real change! Let's have a quick intro around the groups so we know names.

The programme is 6 weeks long with measurements at start and end and it will be tough as we are trying to make a permanent change in how you eat and exercise. You can enter weekly weigh-ins using the app and send the results to me.

Try very hard to keep up the workouts and booking in advance helps psychologically with this part of changing. We need the EPOC/the after burn from the YZ45 workout to make this whole thing work

The eating programme has been compiled by our expert nutritionist Kyla Newcombe. It has 3 phases to it and the first one is tough as we are going to drain the carb reserves and get your body on to burning fat reserves. Then second phase we try and adjust the hunger hormone profile and finally that last phase is aimed at boosting your metabolism.

I will support you and I want you all to support each other as this is one of the toughest things to do, try and change your mindset or attitude towards food and exercise.

The app will take record of your measurements, before and after photos and your goal. It has a summary of the eating plans but the full information will be emailed to you at the start of each phase. I strongly advise that you take time on your commute or whenever you have 10 minutes to read these articles as they will change the way you think about food.

Please try your hardest to take on the advice of each phase and put it into practice. Your Myzone belt and app is also very helpful through the programme so get that downloaded so I can keep in touch with how you are doing in the workouts.

I just want to say good luck but more than that put all your effort and determination into this and let's achieve your goal!

Let's get the app downloaded onto phones and set up appointments and get started on measurements.

Schedule B Wrap Up Meeting- Leanin6

Aim

Aim of this is to wrap up the programme, congratulate everyone and get some feedback.

Where to have?

It would be nice to have this in a local pub or café to have a celebratory feel about it. The meeting can also be done in the studio as plenty of space and it is the scene of their success.

Prepare

Read through the suggested content below and make some short headers to remind you to go through each one. Again it is very important to end the programme well, remember these people are important prospects and potentially a great source of referrals for your business.

Content (tip – use the structure and your own words)

“What a 6 weeks! Well done all and welcome to the final meeting of the programme. It's been a tough one hasn't it?”

I just want to put up a few stats for you [choose whatever stats you want]:

- *Group Calories burned in workouts =*
- *Group weight loss =*
- *Average fat % down =*

Perhaps we can go round the group and find out what the toughest bit was and what the best bit was? Let's start with you...John...

Thanks for that very interesting. I have a few little awards to give out (choose some of below or make up your own or if you don't want to do any that is fine):

- *Biggest Slacker – anyone who can take it without being offended that they did not lose weight*
- *Biggest Moaner – ditto*
- *Biggest weight loss on scales*
- *Biggest fat % down*
- *Best supporter of everyone*

I just want to thank you all as I have really enjoyed going on this journey with you. I would love you to fill in a bit of feedback for me – hand out forms – no need for names we just want to learn from each programme."

Schedule C Promotional email text

Target the 2 main database groups with a promotional bulletin and these are ex-members and enquiries.

Cancelled Members i.e. have previously had a membership at YZ45 but cancelled membership

Subject line: New 6 week Body Transformation Programme

“Dear [Name]

We are delighted to bring you news of our own unique body transformation programme called **Leanin6**. Our scientifically proven workouts and an easy to follow 3-phase eating plan from our fabulous nutritionist Kyla Newcombe, we offer you the best chance ever to embark on creating the body you have always wanted:

- ✓ Unlimited workouts
- ✓ The Leanin6 app for easy access
- ✓ Our expert nutritionist has created exclusively for us a new 3 phase eating plan **Fat Adapt, Fat Burn** and **Metabolism Boost**
- ✓ Body composition measurements before and after
- ✓ Group meeting
- ✓ Lead Trainer motivation and encouragement throughout

You have tried YZ45 before so why not take do the Leanin6 programme that could transform your body and the way you feel about yourself!

Hit the reply button with Yes and we will do the rest.

Prospective Members i.e. have enquired but never joined YZ45

Subject line A 6 week Body Transformation Programme to change your life

“Dear [Name],

We are delighted to offer our own unique body transformation programme called **Leanin6**. Our scientifically proven workouts and an easy to follow 3-phase eating plan from our fabulous nutritionist Kyla Newcombe combine to offer you the best chance ever to embark on creating the body you have always wanted:

- ✓ Unlimited workouts

- ✓ The Leanin6 app for easy access
- ✓ Myzone belt Heart Rate Monitor
- ✓ Our expert nutritionist has created exclusively for us a new 3 phase eating plan
Fat Adapt, Fat Burn and **Metabolism Boost**
- ✓ Body composition measurements before and after
- ✓ Group meeting
- ✓ Lead Trainer motivation and encouragement throughout

Maybe every gym you have joined has let you down, not this time. If you follow our programme we can guarantee that you will get results. So why not transform the way you eat and the way you exercise with us?

Hit the reply button with Yes and we will do the rest.

Schedule D Leanin6 Feedback Form

We love to learn here at YZ45! Could you please help us by circling the most appropriate answer to the questions below?

1. Did you achieve your goal?
Yes No Got some of the way there

2. Did you feel supported through the programme?
Yes , really helpful Not so much Could have done with a bit more

3. Can you tell us how much weight you lost?
Yes it was..... No

4. Did you feel the app was helpful?
Yes I used it a lot No Not as much as I thought

5. Did you like the information from the nutritionist?
Yes, it changed my attitude to food No It did help but wanted more

6. Did the heart rate technology help with your activity levels?
Yes I loved it! No, not my thing Used it when at studio only

Any comments would be great:

Finally, we would love to help other people and if you could do a video snippet of no more than 30 seconds talking about your experience that would be great!

Yes, would love to help No, not for me