

# INTRODUCING STRENGTH FOUNDATIONS

BY VFIT COACH

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6 - 7 MIN READ ESTIMATE

CONTENT SUBJECT TO CHANGE WITHOUT NOTICE V-1A-101024



# INTRODUCTION

It's been four years since my conversion from in-gym personal training to home visit personal training. There are several advantages for having workouts within their own homes, but commuting to each location has been a challenge. Servicing 22 hourly sessions requires around 16 hours of commute time. In addition, pre-creating workouts and scheduling sessions may accumulate up to seven additional hours per week. Another challenging factor has been many Client PTOs, business trips and cancellations making it difficult to sustain a steady revenue stream.

**In 2025** I will continue to provide my existing home-visit personal training services but will begin limiting this type of service. I've created an alternative program called Strength Foundations. The new program entails various courses within a 12 week personal training format that is integrated with extensive online educational support. After you complete 12 weeks of the on-hands segment, the next step is to start utilizing the skills you've learned on your own. During this period, you'll receive optimized workout assignments on a weekly basis, along with strong online support.

**Most Personal Trainers will see their client 2 to 3 times per week.**

**We wonder what our clients are doing the other 165 hours within the week?**

**This is the main reason why clients need an online support system!**



# PREFACE

It took several years of research **with a goal to determine the minimum amount of effort required to achieve optimize fitness results.** The first step was to study the most extreme physique transformations. My experience on coaching 14 Bodybuilders (Physique, Figure, Bikini) has helped me develop the guts of the new program. I've known many fitness enthusiasts to spend as many as 12 hours per week at the gym. Whilst I have had clients average 8 hours per week and they still accomplish amazing results. There were statistics such as dropping from 165 lbs to 127 lbs, 26% body fat to 17% body fat, all within 5 months.

Today, most people may not want to spend 8 hours per week at the gym to see significant changes in their physiques. So now with just 4 hours of exercise per week, most clients can achieve a desirable physique within months. Strength Foundations is a well structured program that teaches the deeper fundamentals of fitness. The program has a unique integration with EfitX (a robust fitness application). EfitX best known utility is measuring workout volume along with collecting historic workout data since 2012. These are key advantages over most other fitness programs in the market.



VFIT COACH

# DISCOVER HOW...

3 to 6 pounds of water weight may fluctuate on a daily basis, even more the day after you do resistance training. Understand your daily pattern.

You adapt to specific movements in your workout quickly along with adapting how your body utilizes its nutrition intake.

Changing your body fat composition (Muscle vs. Fat percentage) is the best way to keep fat off. This is changing your basal metabolic rate.

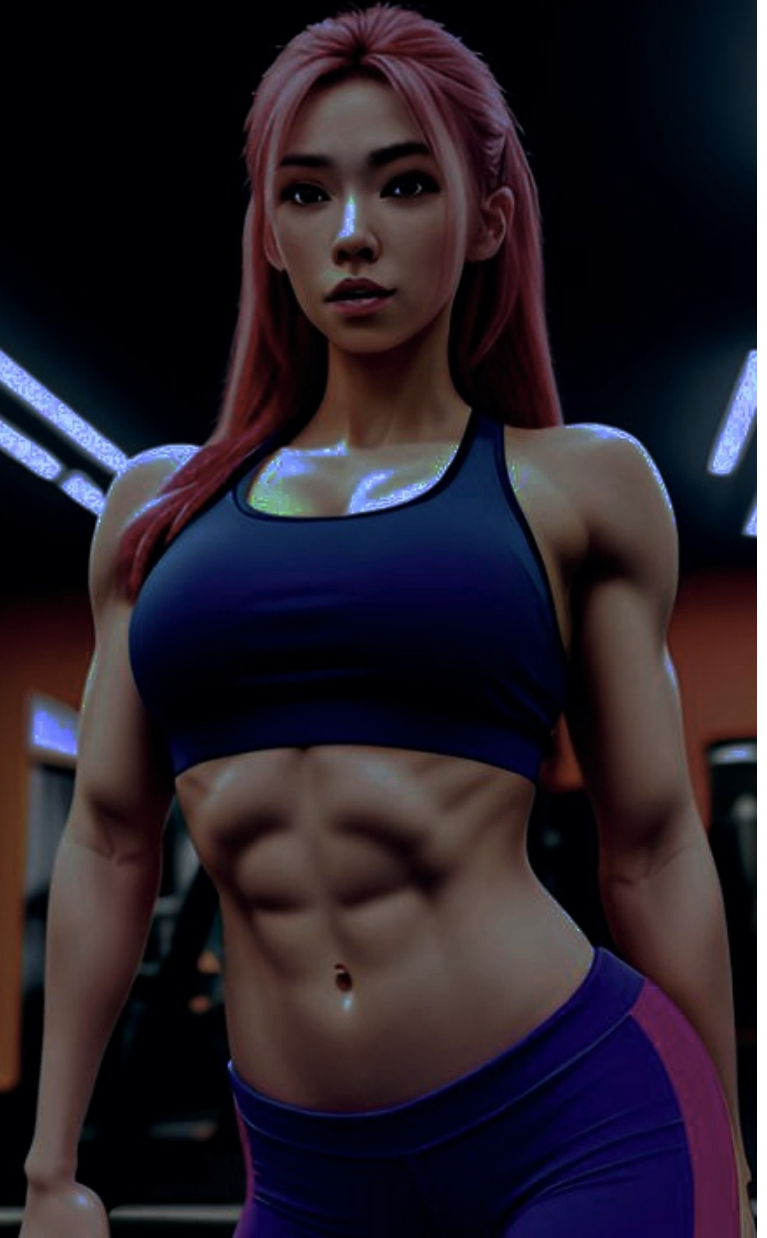
Your basal metabolic rate is easily increased by gaining more muscle and strength, muscles do not need to be large to do this.

You cannot say you had a quality workout until you know how to measure volume and improve the exercise with a progression.

You don't need fancy workout routines to get the desired body you want. This could be achievable by mastering only 20 different exercises.

You can still lose fat by eating more calories as long as you have an energy deficit of calories on a regular basis.

There is new quality fitness information which supersedes a lot of other social media content.





# STRENGTH FOUNDATIONS OVERVIEW



Strength Foundations is a new series of fitness courses integrated with personal training. Details: 6 Month Program, 20 hrs. Personal Training, 20 Workout Assignments. Accessible exclusive content. 2 Nutrition Plans. 30 min credit phone/video consulting. Price: \$1300

*All courses include robust exclusive online content. More than 26 hours focused on client (of combined In-Person & Online coaching). It takes approximately 15 minutes to create each assignment, nutrition plans take 30 min each. This does not include the additional hours for commuting, session preparation and message coordination. TRADITIONAL PERSONAL TRAINING IS STILL AVAILABLE FOR FREQUENT CLIENTS ONLY.*

## 2025 SCHEDULE

FEB 1 - APR 30 : **On-Hands Personal Training**  
 MAY 1 - JUN 30 : **Online Personal Coaching**  
 JUL 1 - JUL 31: Refreshers, Make-Up Sessions  
 AUG 1 - OCT 30 : **On-Hands Personal Training**  
 NOV 1 - DEC 31 : **Online Personal Coaching**

## SEVEN DIFFERENT COURSES

C1: Resistance Training / Fat Loss Basics  
 C2: Basic Circuits, HIIT, Calisthenics  
 C3: Advance Strength / Body Sculpting  
 C4: Intense Circuits / CrossFit integrations

SCW: Weightlifting (Olympic)  
 SCK: Kickboxing Fitness Mix  
 SCSP: Sports Performance Specific Training

## COURSE FORMAT

**PT** = Personal Training (home visit) **WA** = Workout Assignments **CAT** = Catalog Workouts (self) **RMU** = Refreshers, Make-Up Sessions

ON-HANDS PERSONAL TRAINING			ONLINE PERSONAL COACHING		REFRESH, MAKE UP
MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
8PT	8PT	4PT & 4WA	8WA	8WA	CAT & RMU
Proper Form of 30+ exercises Progression Techniques Specific Program Structure Scheduling/ Workout Sequencing Perform Self-Workout Assignments 2 Nutrition Plans			Receive 2 Workout Assignments per week Coordinate feedback with coach through messaging Access to exclusive coach videos and extensive media content 2) 15 minute phone or video calls Video conference workouts available		Clients use <i>myExerciseCatalog</i> in EfitX, create own workouts Continue coordinating feedback with coach through messaging. Evaluation Reports

# Many Ways To Expend Calories

FOR STRENGTH FOUNDATION COURSE STUDENTS ONLY - ONLINE SUMMARY

Calorie expenditure can be classified into six categories.

Understand how BMR is measured.

What types of activities expend particular nutrients in your body?

Understand how your body utilizes ATP vs Glucose for energy.

**HOW DOES YOUR BODY EXPEND CALORIES?**  
Strength Foundations by Vfit Coach

**BMR**  
Your Basal Metabolic Rate is determined by the calories you expend when you are sleeping. It is the minimum amount of energy your body expends to keep your organs functioning.

**RMR**  
Your Resting Metabolic Rate is the calories you expend in your daily lifestyle. Getting up, eating, sitting at your desk, and office work are all included in this measurement.

**MAL**  
Metabolic Activity Level is a type of test to determine the amount of energy you expend for non-exercise activities throughout the week such as doing laundry, cleaning, & shopping. It should be classified separate from exercise.

**AEROBIC**  
When you perform aerobic activities, your body uses oxygen to produce energy. This is the most efficient way to produce energy.

**ALLOPERONIC**  
Alloperonic activities are those that require a high level of intensity and are performed for a short duration of time.

**EPCC**  
Exercise Post-Exercise Cellular Repair is the process of restoring muscle tissue and cellular repair.

**EXERCISE ENERGY**  
SFC BY VFIT COACH

**EXERCISE ENERGY CHARTS:**

- Aerobic Exercise (Steady State Cardio):** Shows ATP usage over 120 seconds, with a peak at 60 seconds.
- Resistance Training (Muscle Building):** Shows ATP usage over 120 seconds, with a peak at 60 seconds.
- EXERCISE ENERGY CHART:** Shows ATP usage over 60 seconds, with a peak at 30 seconds.

**WOMEN**

**BMR FORMULAS**

**BMR =**  $(10 \times \text{weight [kg]}) + (6.25 \times \text{height [cm]}) - (5 \times \text{age [yrs]}) + 5$

**BMR =**  $(10 \times \text{weight [kg]}) + (6.25 \times \text{height [cm]}) - (5 \times \text{age [yrs]}) - 161$

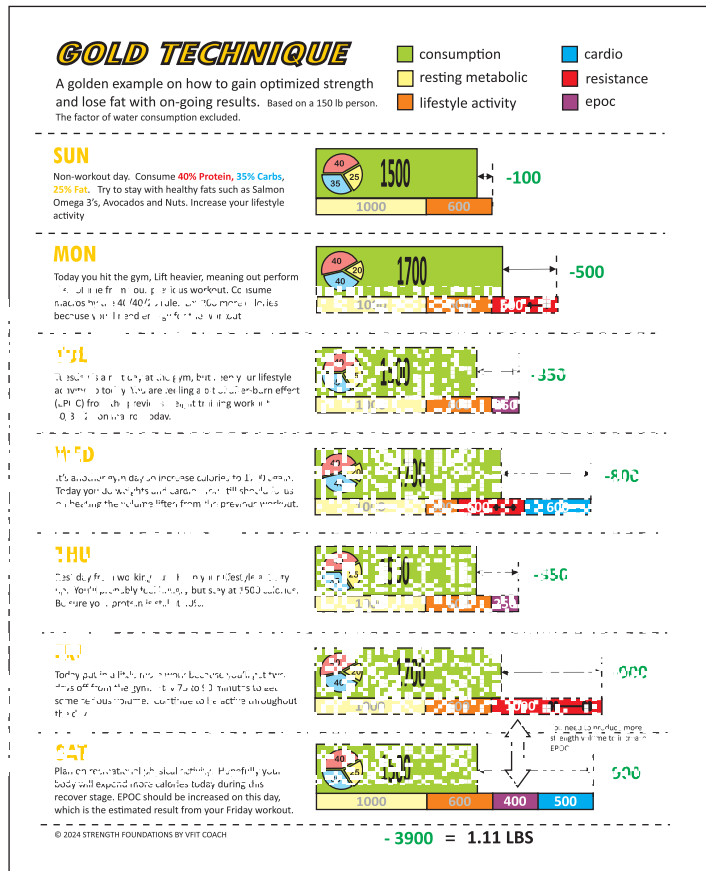
[www.inchcalculator.com](http://www.inchcalculator.com)

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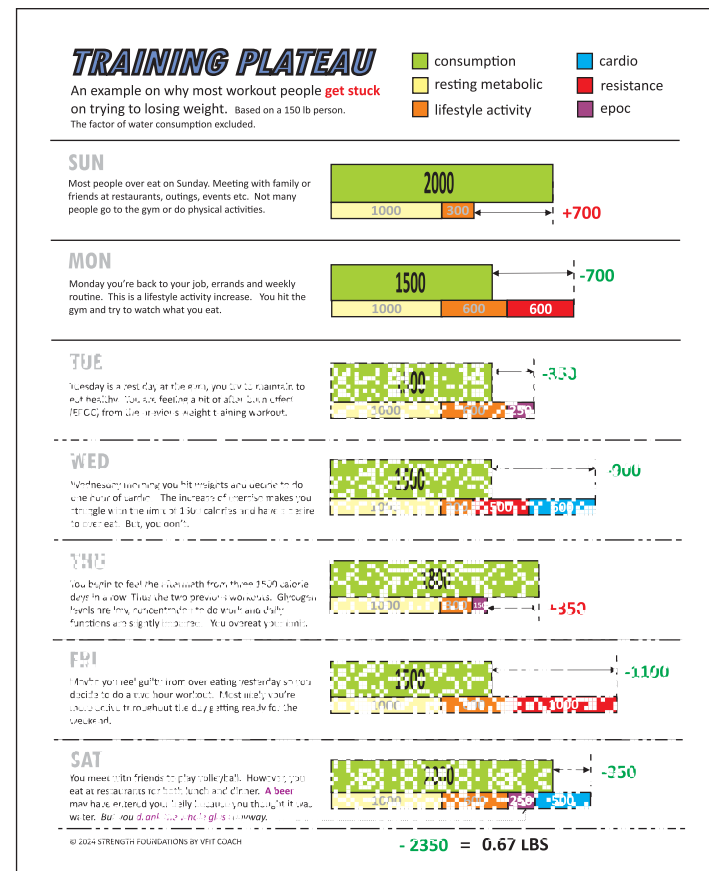
# Consumption vs Expenditure

FOR STRENGTH FOUNDATION COURSE STUDENTS ONLY - ONLINE SUMMARY

These diagrams provide a weekly visual on what might be taking place within your program. Determine if you are creating a calorie deficit, thus is it good enough? Clients will learn how to create their own attributes to optimize their program. Determine whether you should increase cardio or the volume produced during resistance training. Discover the scenario that may work best for you.



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# Intensity & Progressions

FOR STRENGTH FOUNDATION COURSE STUDENTS ONLY - ONLINE SUMMARY

Depending on your level and goal, choose the correct combination of load vs reps vs sets.  
 Set appropriate rest periods to work-up sets for optimized performance.  
 Create optimized progressions to assure you are stimulating gains.  
 Learn the different types of progression methods such as Linear, Wav or Step Progressions.

### CREATE A PROGRESSION

**Increase load**  
If you are able to complete 12 reps of last set

SET	1	2	3	4	5	6	7	8	9	10	11	12
LBS	100	100	100	100	100	100	100	100	100	100	100	100
REPS	8	8	8	8	8	8	8	8	8	8	8	8

**Increase reps**  
If you are able to complete 12 reps of last set

SET	1	2	3	4	5	6	7	8	9	10	11	12
LBS	100	100	100	100	100	100	100	100	100	100	100	100
REPS	8	8	8	8	8	8	8	8	8	8	8	8

### INTENSITY, REPS, SETS, RESTS

\* Intensity is based on one rep max estimation (4 maximum effort reps usually equals 85%)

	Beginner	General	Maximal	Power	Performance
<b>Max. Reps</b>	10 - 12	10 - 12	3 - 8	1 - 5	15 - 40
<b>Max. Sets</b>	2	3 - 4	4 - 6	5 - 10	4 - 6
<b>Rests Recovery</b>	75 - 90 sec	75 - 90 sec	90 - 120 sec	120 - 180 sec	60 - 90 sec
<b>Intensity</b>	70%	80%	80 - 90%	90 - 105%	50 - 75%

### How to structure your workouts?

Max set attempt of each exercise

**SESSION 4 (THU)**

REPS	SETS	LBS	REPS	SETS
8	2	100	8	2
8	2	150	8	2
8	2	200	8	2

**SESSION 5 (MON)**

REPS	SETS	LBS	REPS	SETS
8	2	110	8	2
8	2	160	8	2
8	2	210	8	2

**SESSION 4 (THU)**

REPS	SETS	LBS	REPS	SETS
8	2	120	8	2
8	2	170	8	2
8	2	220	8	2

**SESSION 5 (MON)**

REPS	SETS	LBS	REPS	SETS
8	2	130	8	2
8	2	180	8	2
8	2	230	8	2

**SESSION 4 (THU)**

REPS	SETS	LBS	REPS	SETS
8	2	140	8	2
8	2	190	8	2
8	2	240	8	2

**SESSION 5 (MON)**

REPS	SETS	LBS	REPS	SETS
8	2	150	8	2
8	2	200	8	2
8	2	250	8	2

### SFC LINEAR/STEP PROGRESSION

SESSION 1 (MON)				SESSION 2 (THU)				SESSION 3 (MON)				SESSION 4 (THU)				SESSION 5 (MON)			
REPS	SETS	LBS	REPS	SETS	REPS	SETS	LBS	REPS	SETS	REPS	SETS	LBS	REPS	SETS	REPS	SETS	LBS	REPS	SETS
8	2	100	8	2	8	2	110	8	2	8	2	120	8	2	8	2	130	8	2
8	2	150	8	2	8	2	160	8	2	8	2	170	8	2	8	2	180	8	2
8	2	200	8	2	8	2	210	8	2	8	2	220	8	2	8	2	230	8	2

These are some guideline examples of progressions used by elite strength coaches

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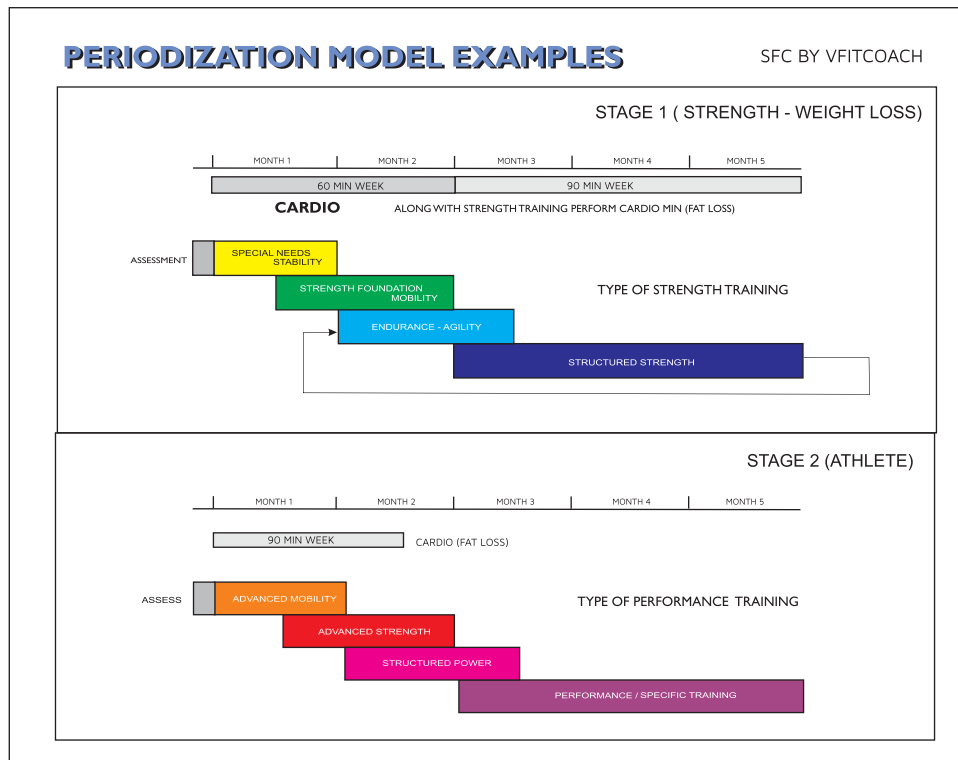
# Long Term Periodization

FOR STRENGTH FOUNDATION COURSE STUDENTS ONLY - ONLINE SUMMARY

After several weeks of training, it's easy to plateau and get stuck with minimal progress.

A six to twelve week program is referred to as a cycle while a periodization is the collection of different cycles within a long term program usually up to 12 months.

See a 20 week example periodization plan for Physique, Figure and Bikini competitors.



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## FIGURE - BIKINI PERIODIZATION MODEL

**CLIENT ATTRIBUTES**  
 Type: Mesomorph  
 Title: Bikini  
 Weight: 140 lbs  
 Fat: 26%  
 Height: 5'2"

**GOAL ATTRIBUTES**  
 Estimated Weight: 115 lbs  
 Body Fat: 12%  
 Weight: 108 lbs


 LIFT HEAVY  
 CARDIO  
 LIGHT CARDIO  
 CROSS TRAIN  
 COMPETE



### SFC CUSTOMIZED PROGRAM ONLY BY VFIT COACH

heavy throughout the program is necessary. In starting attributes a client weight of 140 lbs, 26% body fat already signifies that muscle mass needs to be developed. As a bikini fitness competitor, the client needs to bring out symmetry, strength and muscle definition. Strength progression is closely monitored.

Under the 4 weeks of this training is highly suggested to include a variety of workout plan. During this stage the metabolic requirements increase as well. Endurance volume progression is closely monitored. Training techniques and nutrition plans are emphasized throughout this program.

Aerobic cardio is cycled in to specific phases of the program, this is to optimize strength gains.

every periodization model is customized according to the client's capability and ALSO TO THE SCHEDULE OF THE EVENT AND VENUE.





# RESERVE YOUR TIME SLOTS FOR 2025 NOW! LIMITED TO ONLY 12 STUDENTS/CLIENTS PER SEMESTER!

**50% DEPOSIT DUE NOW TO RESERVE TIME SLOTS  
50% DUE AT BEGINNING OF COURSE**

## STRENGTH FOUNDATION COURSE (NEW)

**\$1300 PERSONAL TRAINING  
+ ONLINE ASSIGNMENTS**

20 SESSIONS, 20 ASSIGNMENTS, ONLINE ACCESS/SUPPORT  
30 MIN PHONE CONSULTING, 2 NUTRITION MENUS

**\$1750 BUDDY TRAINING (UP TO 2 PERSONS)  
+ ONLINE WORKOUT ASSIGNMENTS**  
20 SESSIONS, 20 ASSIGNMENTS EACH, ONLINE ACCESS/SUPPORT  
20 MIN PHONE CONSULTING, 2 NUTRITION MENUS EACH

**\$300 ONLINE WORKOUT ASSIGNMENTS ONLY**  
20 ASSIGNMENTS, ONLINE ACCESS/SUPPORT  
20 MIN PHONE CONSULTING, 2 NUTRITION MENUS  
(STANDALONE PER PERSON)

## TRADITIONAL (OLD)

**\$1200 PERSONAL TRAINING (STANDALONE)**  
20 SESSIONS - 55 MIN EA, ONE-ON ONE

**\$1600 BUDDY TRAINING (STANDALONE)**  
20 SESSIONS - 55 MIN EA, UP TO 2 PERSONS

**\$540 VIDEO CALL PERSONAL TRAINING**  
10 HOURS - 27 MIN EACH SESSION, ONE-ON-ONE

*(NO ASSIGNMENTS, NO ONLINE ACCESS, NO OFFLINE CONSULTING MINUTES, NO MENUS)*

PRICES EFFECTIVE JAN 1ST, 2025

END PRESENTATION