RYDERWEAL

III FOD FITNESS

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WELCOME TO TEAM MFF

Mindfull food fitness specialises in life changing transformations through expert knowledge, bulletproof coaching systems & proven methods to guarantee great results.



CONTENT

About me	
Nutrition	2-3
Hydration	4
What to expect from me	5
What I expect	6
Training	7-8
Nutrition strategies	9
M/batyou pood	

Measurements	11
Your goals	12
Check-ins	13-14
Training pyramid	15
Nutrition pyramid	16
Apps	17
MFF T&C	18-21

PAUL MCGANN

TAFEWEAD

Why do I do what I do?

I was once someone you would see sleeping on the streets, struggling with my mental health, never really knowing what would happen next.

Prior to this stage of my life, the not so fun part, I was a chef. I worked in London and Scotland at Michelin star and Rosette restaurants, with working in kitchens comes a certain kind of lifestyle. As you can imagine, it's very stressful and really long hours. I started to noticed how unhappy most of my colleagues were and, most importantly, how unhappy I was.

Being a chef, I was fascinated by food and how it helps the body, so I studied my Level 3 Personal Training and Level 4 Diploma with NASM Nutrition. I started looking at ways to improve my mental health and wellbeing and, ultimately, I wanted to change my life.

Doing a job you hate for the best part of your working week will literally destroy you mentally and have a huge impact on the people around you, especially your loved ones. Having gone through that experience, I decided to walk out of my job as a Head Chef, on a very good salary, and peruse the idea I had... I wanted to help as many people as I could who were in the same situation; who felt stuck.

It can be so confusing on the internet, with so much misinformation on where to begin. So I started MFF - Mindfull Food and Fitness. The power of 3... Mindset, Nutrition & Exercise. All 3 have to be in sync for you to function at your best. That's where having a coach is no longer seen as an expense, but as an investment.

NUTRITION

FOOD WEIGHT

All meat is a raw weight measurement. Please refer to your food plan to see uncooked measurements for other foods. For example: oats, rice and pasta. Unless stated otherwise on your plan.

VEGETABLES & SALAD

Unless stated on your nutrition plan, vegetables and salads do not need to be measured. Please still be mindful with the quantities as they still do contain calories.

HOT DRINKS

Skip sugar in your hot drinks and use alternatives like stevia or zero-calorie drops instead. Avoid high-calorie speciality coffees like a Starbucks Caramel Macchiato, and while a dash of milk in a few daily drinks is fine, remember that too much can add unnecessary calories.

ZERO SUGAR DRINKS

These are fine to have unless they bloat or extend your stomach. Limit fizzy/zero sugar energy drinks to two a day. Zero sugar cordial is fine to add to your water, but should be consumed in moderation.

MEAL OPTIONS

For the majority of nutrition plans there are a number of options for you to choose from per meal. For example if you chose option one for breakfast, this does not mean you have to stick with option one for the full day, you can mix and match throughout the day.

It is crucial that all meals are eaten throughout the day and are not skipped. Whilst you may think this will help speed up your progress, this in fact often has the opposite effect and will hinder progress and performance.

NUTRITION

MEAL TIMES & DIGESTION

When it comes to work, daily activities and training we all have different schedules. Not everyone is the same so it is important to make sure the meals fit in your daily routine. Be sensible with spacing your meals out to ensure you are fuelled throughout the day.

If your nutrition plan includes meals labelled "pre workout" and "post workout" these need to stay as pre and post workout. It does not matter if the time you train changes. These meals are implemented to fuel and refuel your body and must remain around training. Ideally you want to aim to eat your pre-workout meal 60 minutes before to allow enough time for digestion. Your post workout should be eaten within a 90 minute window for it to be most effective.

On days where you are not weight training, refer to your nutrition plan to remove these pre and post meals.



HYDRATION

WATER INTAKE

Water intake is something that is undervalued, water intake will depend on your size and bodyweight.

As a female you should generally aim to drink 2-3 liters of water per day, males should aim for 4-5 liters. Some people naturally drink a lot of water throughout the day, whereas others will need to make a conscious effort to improve water intake.

If you are one of those who does struggle please ensure you are looking to improve.

SALT INTAKE

Hydration is not just about water intake, it is about a balance of water, sodium and potassium. Salt in particular helps with natural thyroid function and replenishes minerals you lose when training and sweating.

Salt plays a high role in performance and blood flow into the muscle, it is by far one of the most important minerals for athletes. With this in mind don't be afraid to add salt as a seasoning to your meals.

WHAT TO EXPECT FROM ME



To do everything in my power to help you achieve your goal



To support and educate you every step of the way

To not judge

MY EXPECTATIONS OF YOU



Fill in the weekly questionnaire



Check in via the app weekly



Enjoy the process



Adhere to the T&C



Give it your best where and when you can



Be transparent with me



YOUR KEY FOCUSES

- Hitting calories
- Messaging me if you're stuck
- Enjoying the process
- Being consistent

TRAINING

Whether you are training from home with limited to no equipment or at the gym it is essential that we approach each session to progress.

Progress can be measured in many ways, whether it is increasing the weight or the number of reps or improving form, we want to ensure that every session improves on the last.

Please refer to your individual exercise guides for your weekly training plans



CARDIO

Unless your individual daily exercise guide specifies a set piece of cardio equipment, cardio can be done in any way which raises your heart rate and something that you enjoy. This can vary from an online HIIT class in your living room, to an outdoor activity.

Cardio is to be completed in addition to steps. For example, if you are to go on a run for 20 minutes, the steps which you accumulated throughout this time are not part of your daily step count. Similar to training, cardio can also have a progression aspect. Looking to increase the calories burnt in a shorter time frame, increasing the distance completed over a set time – look to push yourself at each opportunity. Please refer to your individual cardio plans and follow accordingly.

STEPS

Whilst these may seem like a very basic exercise tool; they play a huge role in the transformation journey. Steps build part of your daily neat (non-exercise activity thermogenesis) which over the week accounts for a large amount of your calorie expenditure.

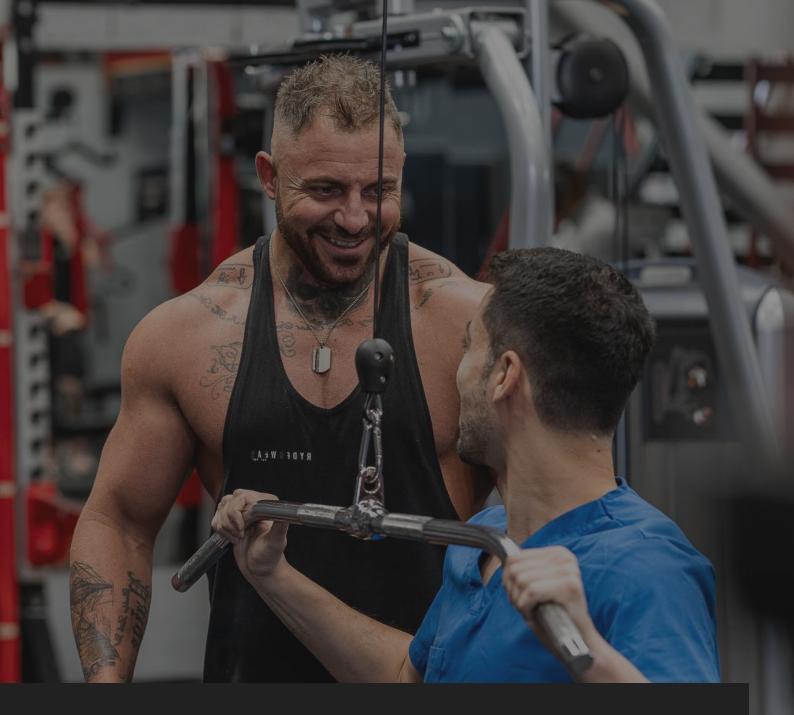
NUTRITION STRATEGIES

Don't let your weekend's become blow outs and ruin your hard work throughout the week. You don't have to eat the same number of calories per day to get the results you're after, as long as your weekly calorie total is in line with your goals. There are ways that you can programme your weekends to allow you to consume more calories and be more flexible!

Here are some strategies you can put in place to help facilitate that:

1. Take your daily calories and multiple them by 7, this gives you your total weekly calories. Next, reduce 6 days by 100-200 calories, this gives you an extra 600-1200 calories to use on the remaining day!

3. On the other day of the weekend try and be more mindful about the calories you consume, If you are having one higher calorie day in the week, the last thing you want to do is make that two. If you have plans to go out on both days, ensure the second day you can eat somewhere where the calories and macros are displayed. 2. Consume lighter, lower-calorie meals during the day when you plan to have a higher calorie meal in the evening. For instance, replace your 400-500 calorie lunch with a 100 calorie shake and 80 calorie apple. Remove your bagel at breakfast and just have the eggs, saving you 150-250 calories.



WHAT YOU NEED

FOOD SCALES

Any food scale is fine - Amazon do lots of brands for under £10.

WEIGHING SCALES

I'd recommend a good quality set of scales for accuracy. Weight watchers precision scales are a good brand and not too pricey.

MYFITNESSPAL

MyFitnessPal: Please download this from the App Store and send your MyFitnessPal name to me.

TRAINERIZE

Download my custom branded app from the App Store and Google Play Store!

MEASUREMENTS



Measure around the fullest part of the arm flexed and un flexed.

WAIST

Measure at the narrowest point width wise.

THIGH

Stand as tall as you can with your arms straight by your side and take the measurement from your finger tips.

<u>CHEST</u>

Measure directly under your chest as high up as possible.

HIPS

Measure at the widest part of the hip bone.



YOUR GOALS

DAILY GOALS

- Achieve step count set by coach
- Fasted cardio
- Track all food and drink daily
- Track habits
- Adhere to the training plans set by Paul McGann

WEEKLY GOALS

- Complete weekly questionnaire
- Update the app with as much information as possible

MONTHLY GOALS

 Each month we will set a new mini goal to keep you motivated throughout



CHECK-INS

All check ins are to be sent between 5am – 10am on your given day, please do not miss the cut off time. Photos are to be taken fresh out of bed that morning.

Think ahead, if you are going to be rushed the morning of check in day, please fill in your check in sheet the night before and have it ready to send once you have taken your photos, weight & measurements that morning.

You'll receive a voice note response with feedback and any adjustments made during that day. As I work through the responses throughout the day, please do not worry if they are sent later on.

Please respond via text so I have notes to refer back to.

IMPORTANCE

Everyone's body responds differently to nutrition and training, even among clients with similar starting points and goals.

While some may need to decrease calories and increase movement, others might see better results with the opposite approach. Which is why detailed, honest check-ins are essential for making accurate adjustments to your personalised plan.



REQUIREMENTS

MEASUREMENTS

• Hips & waist in inches/centimeters

WEIGHT

• In KG/stones/LBS

FEEDBACK

 Transparency on completion of all aspects of the set plan

PHOTOS

- Taken in the same location
- Clear and good quality lighting
- The same angle (no downward or upward angles, a straight facing mid shot is required)



TRAINING PYRAMID



APPS YOU NEED

Use these apps to stay on track



My fitness Pal

MyFitnessPal offers in-depth nutrition tracking and allows you to take control of your nutrition goals. The app tracks your calories, and breaks down the foods you eat into macronutrients to really understand your diet. Syncable to my app Trainerize.

- Food diary
- Searchable food database
- Food barcode scanner
- Save meals you eat often
- Intergration with other apps



TRAINERIZE

A holistic approach to training smarter & a healthy lifestyle. Whether you're working out online or face to face with me, I'll help you create the right habits to keep you on track. Using my app couldn't be easier.

- Workouts (video tutorials)
- Calender
- Chat function

- Goal and habit tracker
- Intergration with Fitbit, Withings, Apple watch and MyFitnessPal

FITBIT

Track every move on your journey to better health. Fitbit's intuitive app seamlessly monitors your activity, sleep, and nutrition, helping you build healthy habits that last. Whether you're walking, running, or resting, get personalized insights to reach your goals.

- Movement tracker
- Sleep analysis
- Heart rate monitor
- Nutrition tracker
- Social features to join challenges with friends

Personal Training Contract MFF

Trainer: Full Name: Address: City, State, Zip Code : Email Address: Phone Number: Mindfullfoodfitness Paul McGann Lincolnshire LN4 4RT paul@mindfullfoodfitness.com 07516336826

Client: Full Name: Address: City, State, Zip Code: Email Address: Phone Number:

Services:

The personal trainer agrees to provide fitness training services to the client. This may include, but is not limited to fitness assessments, personalised workout plans, nutritional advice, and ongoing support.

Payment Terms:

Payment Method:

I agree to make payments to MFF using one of the following methods: Direct debit through GoCardless for Monthly Coaching Programmes BACS (Bank Automated Clearing System) Payment for Pay As You Go services

Payment Frequency:

For Monthly Coaching Programmes payments will be made at the start of each month. If an agreement has been made to pay for the services upfront for a longer period of time this will be confirmed before training commencement.

Direct Debit - For Monthly Coaching programs

MFF will send a direct debit form that needs to be completed. MFF is authorised to charge the agreed-upon fee on the 1st of each month.

BACS Payments - For Pay As You Go services

Payments via BACS will be paid into the MFF specified bank account on the day of the session.

Late Payments:

Late payments may result in additional fees as outlined in the agreement.

Changes to Payment Method:

I agree to notify MFF promptly of any changes to my payment method for recurring payments.

Cancellation Policy:

Client Cancellations:

I agree to provide at least 24 hours of notice for any session cancellations.

Cancellations within the monthly programme made within less than 24 hours of the scheduled session will not be rescheduled.

Cancellations of pay as you go sessions made within less than 24 hours will result in full payment of the session.

I understand that if I wish to cancel the monthly package before the agreed duration of 3/6/12 months expires then I am still responsible for paying the monthly fee.



Trainer Cancellations:

MFF will make reasonable efforts to provide advance notice in case of any cancellations. In the event that MFF cancels a session without sufficient notice, the client will be entitled to reschedule the session at no additional cost or receive a refund for that session.

Emergency Situations:

In case of a genuine emergency preventing the client or the personal trainer from attending a scheduled session, no cancellation fee will be charged.

The client and MFF will work together to reschedule the missed session at the earliest convenient time.

No-Show Policy:

If I fail to attend a scheduled session without providing any prior notice (a "no-show"), I understand that will be charged the full fee for that session.

Expiration:

Any unused sessions will expire at the end of the monthly cycle unless pre-arranged with the personal trainer.

Communication:

All cancellations must be communicated through WhatApp, Text Message or Phone call.

My commitment to the programme:

Check-In and Logging requirements:

I agree to complete my weekly check-in form and to submit them on either a Saturday or Wednesday morning as agreed with the personal trainer.

Exercise Logging:

I agree to maintain a detailed exercise log in the app, recording each workout session, including exercise type, duration, intensity, sets, reps and any notes that need to be left to the personal trainer.

Pictures:

I agree to take and upload progress pictures at specified intervals, as determined by the personal trainer. Progress pictures may be used for visual comparison and assessment of physical changes over the course of the fitness program.

The personal trainer will handle these pictures with confidentiality and will not use them for promotional purposes without the client's explicit consent.

Nutrition Logging:

I agree to maintain a daily nutritional log, documenting daily dietary intake, including meals and snacks. Accurate and consistent nutritional tracking is integral to achieving fitness goals.

Importance of Compliance:

I acknowledge that adherence to these check-in and logging requirements is fundamental to the success of the training program. Regular and accurate updates enable the personal trainer to provide personalised guidance, make necessary adjustments to the exercise routine, and offer optimal support in achieving my fitness goals.

Client Responsibility and Acknowledgment:

Assumption of Responsibility:

I acknowledge that achieving fitness goals is contingent upon my commitment to the fitness programme, including adherence to workout plans, nutritional guidance, and lifestyle recommendations provided by the personal trainer.



Client's Commitment:

I commit to actively participate in the fitness programme as outlined by the personal trainer, including but not limited to attending scheduled sessions, following workout plans, and adhering to dietary guidelines.

Acknowledgment of Limitations:

I understand and acknowledge that results may vary and are dependent on various factors, including my own effort, adherence to guidance, and individual health conditions.

No Guarantees:

MFF does not guarantee specific results, and I acknowledge that individual results may vary.

Limitation of Liability:

I agree that MFF shall not be liable for any injuries, damages, or losses resulting from the my failure to follow guidance, including but not limited to improper exercise technique, failure to disclose relevant health conditions, or noncompliance with recommended lifestyle changes.

Release of Liability:

I release and discharge MFF from any and all claims, liabilities, or demands arising from my participation in the fitness program.

Consultation with Healthcare Professional:

I acknowledge the importance of consulting with a healthcare professional before starting any new fitness program and agree to disclose any medical conditions that may affect my ability to participate in the program.

I confirm that I am in good physical condition and no medical reason that would prevent me from engaging on physical activity.

I agree to inform the personal trainer of any changes to my health and physical status.

Dispute Resolution:

In the event of any disputes arising from the fitness programme, I agree to resolve the matter through arbitration or another mutually agreed-upon dispute resolution process, waiving the right to sue the personal trainer in a court of law.

Client Testimonials:

The client agrees that, with their consent, MFF may use anonymised and generalised information from their fitness journey for testimonials and promotional purposes.

Dispute Resolution:

Any disputes related to the confidentiality of client information will be resolved through the dispute resolution procedures outlined in the contract.

Confidentiality:

Client Information:

MFF agrees to keep all client information confidential, including but not limited to personal details, health information, progress pictures, and any other information shared during the course of the fitness program.

Data Security:

MFF will take reasonable measures to ensure the security of client information, both in physical and electronic form.

Access to client information will be restricted to MFF and any authorised staff members involved in the client's fitness program.



Non-Disclosure:

MFF will not disclose, sell, rent, or otherwise make available client information to any third parties without the explicit consent of the client.

Exceptions to this clause may apply in cases where disclosure is required by law or when there is an imminent risk to the client's health and safety.

Use of Progress Pictures:

Progress pictures provided by the client for assessment and comparison will be used solely for the purpose of tracking fitness progress and adjusting the fitness program.

MFF will not use progress pictures for promotional purposes without the client's express written consent.

Duration of Confidentiality:

The obligation of confidentiality shall continue indefinitely beyond the termination of the client-trainer relationship.

Exceptions:

The client understands that, despite best efforts, complete confidentiality cannot be guaranteed in situations such as group training sessions where multiple clients are present. MFF will strive to create an environment that respects each client's privacy.

Governing Law:

This Agreement shall be governed by and construed by the laws of Your Country

Minimum Commitment & Cancellation Policy:

All coaching subscriptions require a minimum commitment of 3 months. If a client chooses to cancel before the end of this period, they will still be liable for the remaining balance of their subscription.

Use of Photos & Check-in Pictures:

Client photos and check-in pictures may be used on my social media platforms to showcase progress and promote my coaching services. If a client wishes to opt out of being used in social media content, please tick the box below.

Opt out of social media use

Nutritional Guidance Disclaimer

As part of my coaching services, I provide diet plans and nutritional recommendations. These are intended for general guidance and should not be considered medical advice. If you have any underlying health conditions, food allergies, or dietary concerns, you should consult with your doctor before making any significant changes to your diet.

By participating in this program, you acknowledge that you are responsible for your own health decisions. I am not a registered dietitian or medical professional, and I do not assume liability for any adverse effects, health issues, or outcomes that may arise from following the provided nutritional recommendations.

By signing this personal trainer contract, you are agreeing to actively participate in the fitness program, disclose relevant health information, and adhere to the specified payment terms and cancellation policies. You acknowledge the assumption of risks associated with fitness training and release MFF from liability for any injuries or damages.

Additionally, you agree that you have read, understood and agree to the terms and conditions outlined in this contract.

Trainers signature:	Date:	

Clients signature: _____ Date:_____

Head Coach - Paul McGann @MFF







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