



**EXCEED
NUTRITION**



THE COACHING PROGRAM COLLECTION

GUIDE FOR COACHES

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WELCOME TO YOUR COACHING PROGRAM COLLECTION

You are one step closer to achieving incredible client results!

Because I want to be sure you get the most out of the programs, we've put together this coach's guide to show you how to best use the programs.

Below you will find further information about each program, who it is suitable for, and what exactly is included.

I hope the programs serve you and your clients well.

Thanks for your support, it means a lot!

Ru Anderson

Owner and Founder of ExceedNutrition.com



THE HABIT TRANSFORMATION PROGRAM

HOW DOES IT WORK?

This habit-based coaching program will help your clients truly understand how important their habits are to achieving a healthy and lean body while showing them the essential nutrition and lifestyle habits they need to put in place and follow through with every day. In this program there is no mention of calories or complicated nutrition plans - it's all about making small yet high impact habit changes.

WHO IS IT FOR?

This program is perfect for beginner (level 1) and developing clients (level 2). Many clients are just getting started on improving their nutrition and lifestyle, so don't need customization information just yet, so here we will outline the basics first and leave the individualisation for later. Even those who consider themselves advanced would do well to review the basics first, even if just as a refresher.

HOW LONG DOES IT LAST?

It is recommended that each habit challenge is conducted for at least 2 weeks. There is a total of 11 habit challenges available in this program, giving a total duration of 22 weeks.

WHAT IS INCLUDED?

- Habit Coaching Blueprint (7-step process for clients to follow)
- 11 Habit Challenges (record what you eat, eat every 3-4 hours without snacking, eat lean protein with every meal, eat fresh vegetables with every meal, eat carbohydrates based on activity, eat healthy fats with every meal, drink fresh water with every meal, improve your sleep routine, eat single ingredient foods, improve your gut health, reduce your stress)
- The Habit Starter Kit (Habit tracker sheet, meal planner, training planner, progress recorder, male portion control guide, female control guide)



THE STARTING FAT-LOSS PROGRAM

HOW DOES IT WORK?

This Starting Fat-Loss Program will help your clients to kick-start their fat loss efforts while improving their health at the same time. This program contains the key information and resources that they will need for sustainable and realistic weekly fat-loss. The focus of this program is to create a daily calorie deficit for your client, so the focus is on food-logging and calorie control.

WHO IS IT FOR?

This program is perfect for developing clients (level 2) who want to follow a proven, fad-free and sustainable approach to losing fat.

HOW LONG DOES IT LAST?

It is recommended that your clients follow this program for 4-16 weeks at a time. While it is possible for your client to remain in a calorie deficit for longer, it is a good idea to provide 'diet-breaks' to those who have larger amounts of body fat to lose.

WHAT IS INCLUDED?

- Action Plan (nutrition, training and lifestyle advice for your client)
- Calorie and macronutrient calculator (an excellent and easy to use website for you or your client to calculate their personalized calorie and macronutrient numbers for fat-loss)
- Completed Meal Plan
- Supplement Guide
- Completed 4-week Training Planner
- Fat-loss Training Program
- Progress Diary (meal planner template, macronutrient tracker, diet and lifestyle diary, training planner template, progress recorder)



THE LEAN MUSCLE PROGRAM

HOW DOES IT WORK?

The Lean Muscle Program has been designed to help your clients to build muscle, improve strength and increase their power. It is ideal for males and females who would like a dedicated strength and muscle building program that delivers real results. Within this complete program, you will find the key information and resources that your clients will need for sustainable and effective muscle building.

WHO IS IT FOR?

This program is perfect for developing clients (level 2) or accomplished (level 3) clients who want to add lean muscle mass.

HOW LONG DOES IT LAST?

It is recommended that your clients follow this program for 12-16 weeks at a time.

WHAT IS INCLUDED?

- Action Plan (nutrition, training and lifestyle advice for your client)
- Calorie and macronutrient calculator (an excellent and easy to use website for you or your client to calculate their personalized calorie and macronutrient numbers for lean mass building)
- Completed Meal Plan
- Supplement Guide
- Completed 4-week Training Planner
- Muscle and Strength Training Program (focusing on progressive overload)
- Progress Diary (meal planner template, macronutrient tracker, diet and lifestyle diary, training planner template, progress recorder)



THE METABOLIC REPAIR PROGRAM

HOW DOES IT WORK?

The Metabolic Repair Program has been designed to provide your clients with an alternative 'diet' to getting them in shape and healthy, and to provide you with the tools to successfully apply the program. Traditional dieting protocols follow the very basic template of: reduce calories > lose weight > balance the metabolism. In this program, we will look at reversing this process, to create a new dieting formula: balance the metabolism > reduce calories > lose weight.

WHO IS IT FOR?

This program is perfect for all types of clients who have fallen into a consistent 'eat less, exercise more' routine and are feeling tired, beat, hungry, bloated, anxious and depressed as a result. They are likely not seeing the results they expect despite under eating and exercising hard. It's also perfect for clients who have spent years under eating and following drastic fad diets. When the traditional methods of losing weight are no longer working for your client, this is the program to use. It is also ideal for clients who have just completed a low-calorie program, such as the Starting Fat-Loss Program.

HOW LONG DOES IT LAST?

It is recommended that your clients follow this program for 4-8 weeks at a time. If your client only requires a short diet break or increase in calories (or really don't want to reduce their exercise volumes), it possible for them to just complete phases 3-5 of the program. For all other clients, I recommend they complete all 5 phases.

WHAT IS INCLUDED?

- What is metabolic repair (evidence-based information to help your client understand the process)
- 5-Phase Metabolic Repair Program
- Completed Meal Plan
- Supplement Guide
- 4 week Weight Training Program
- Progress Diary (meal planner template, macronutrient tracker, diet and lifestyle diary, training planner template, progress recorder)



THE REAL DETOX PROGRAM

HOW DOES IT WORK?

For 30 days your clients will spend quality time in the kitchen cooking meals, preparing quick nutritious snacks and blending green smoothies. Each week the detox builds upon the previous week, giving them more and more delicious recipes, invaluable food knowledge, and tips to continuing a 'whole foods' lifestyle once they have completed the detox program. The program concludes with a week of plant-based eating.

WHO IS IT FOR?

This program is perfect for all types of client who would like give their body a short break from caffeine, sugar and processed foods, while still loading up on satisfying nutrient rich foods. It will provide your clients with a strict yet fad-free approach to quickly looking and feeling better. Please note this is not a fat-loss program.

HOW LONG DOES IT LAST?

It is recommended that your clients follow this program for 4 weeks at a time. After that, a more balanced and less restrictive long term approach should be taken.

WHAT IS INCLUDED?

- 4-Week Detox Program (evidence-based information to help your client understand the process)
- Recommended Food-List
- Completed 4-Week Meal Plans
- Breakfast, lunch, dinner and snack recipes
- Toxicity Questionnaire (This toxicity questionnaire is designed to assess your clients' needs for a detoxifying program, make them more aware of what contributes to their toxicity levels and check the results after completion of their detox program.)



THE BULLETPROOF GUT PROGRAM

HOW DOES IT WORK?

Some clients will have intolerances/allergies/sensitivities to certain food groups, which can suppress hormones and disrupt the digestive system. This usually results in poor outcomes and despite people's best efforts progress can come to a complete halt. This program uses an elimination diet which is a controlled eating plan that removes typical food intolerances along with those that may be individual to that person. The program also focuses on temporarily removing high FODMAP foods from your client's diet.

WHO IS IT FOR?

This program is perfect for all types of client who would like to improve their digestive system health. The goal of this program is to improve your client's well-being, vitality and energy.

HOW LONG DOES IT LAST?

It is recommended that your clients follow this program for the entire 6 weeks. After that, a more balanced and less restrictive long term approach should be taken.

WHAT IS INCLUDED?

- Program Assessments (To be completed before and after the program. Designed to assess your clients' needs for the program, make them more aware of what decides on their digestive health and check the results after completion of their program.)
- Detailed Action Plan (evidence-based information to help your client understand the process)
- Low & High FODMAP Food-Lists
- Completed Meal Plan
- Low FODMAP Recipes
- Shopping List
- 6-week Supplement Guide



THE FINAL FAT LOSS PROGRAM

HOW DOES IT WORK?

This Final Fat Loss Program will help your clients achieve their lowest levels of body fat while remaining healthy in the process. This program contains the key information and resources that they will need for sustainable and realistic weekly fat-loss. The focus of this program is to create a daily calorie deficit for your client, so the focus is on food-logging and calorie control.

WHO IS IT FOR?

This program is perfect for developing clients (level 2) and accomplished clients (level 3) who want to follow a proven yet aggressive approach to reaching low levels of body fat. It's important to note that this program is not for beginners. It is for those who have already achieved a healthy level of body fat and are experienced weight trainers. They know how to push their body, its limits and what it really needs. If your client is just starting out on their fat loss journey, I highly recommend the Starting Fat Loss (SFL) program instead.

HOW LONG DOES IT LAST?

It is recommended that your clients follow this program for 4-16 weeks at a time. While it is possible for your client to remain in a calorie deficit for longer, it is a good idea to provide 'diet-breaks' to those who have larger amounts of body fat to lose. The Metabolic Repair Program would also be the perfect follow-up plan after completion of this program.

WHAT IS INCLUDED?

- Action Plan (nutrition, training and lifestyle advice for your client)
- Calorie and macronutrient calculator (an excellent and easy to use website for you or your client to calculate their personalized calorie and macronutrient numbers for fat-loss) Completed Meal Plan
- Supplement Guide
- Completed 4-week Training Planner
- Fat-loss Training Program
- Progress Diary (meal planner template, macronutrient tracker, diet and lifestyle diary, training planner template, progress recorder)