

LDON

PERFORMANCE

Coaching

# Introduction

I founded LDN Performance in 2015 with the ambition to become the leading health and fitness provider in London.

Over the course of my career, I have coached thousands of 1-2-1 sessions and spent countless hours researching the industry to set our products apart from our competitors. When investing in this personal coaching service with me, you can be sure that an incredible amount of dedication and time was invested into ensuring this product is the best around. Second best is not in our nature.

With us there are no gimmicks, no fad diets or training protocols. Instead we implement tried and tested methods, that if adhered to, will allow you to achieve the physique you have always dreamt of!

I look forward to hearing from you and seeing how we can help you change your life!

Yours in health.

Ben Foulis

Founder of LDN Performance



# Why was this product created?

Everyone deserves to have access to high quality training and coaching. However, financial or geographical barriers tend to get in the way, which makes it challenging to work with the best coaches.

Over time, numerous people from outside of London have enquired in to the possibility of training with LDN Performance. Unfortunately the answer was always no. Now they can!

I have worked in and trained in gyms for a number of years and from personal experience, would say 80% of the people I have seen would benefit from working with a coach. The reality is that a lot less than this 80% have ever actually employed one. This coaching service allows easier access and due to the incredible value on offer... no reason not to.



**This is the year to achieve the physique of your dreams!**

# What will the product do for you?

- ★ Provide you with direct access to an experienced and highly respected coach.
- ★ It means never setting foot in the gym again without a training program which is tailored exactly to your needs. **Allowing you to achieve the body of your dreams!**
- ★ Provide you with education on nutrition and how to fuel your body to achieve. This means no fad diets and no starving yourself in an attempt to lose fat. You'll receive all of the tools required for you to **burn fat**, gain muscle mass/tone and **increase performance**.
- ★ This service will help provide you with many, if not all of these:  
Improved body confidence, **improved self esteem**, a leaner and more athletic physique, **increased strength**, a greater understanding of nutrition, **a greater quality of sleep**, increased muscle mass/tone, **a greater understanding of exercise principles**, superior flexibility, **increased daily energy levels** and **many many more!**

# What does the service include?

## Contact time/Communication

- ★ 20 minute check in phone call/skype call once a fortnight.
- ★ 24/7 access to Ben via email or text message.

## Training

- ★ Brand new training program each month.
- ★ Technique video analysis for up to 9 videos per month.
- ★ A detailed strategy to get you sleeping better and recovering like an athlete.

## Nutrition

- ★ A personalised document detailing your specific nutrition requirements based on your goals.
- ★ Once a fortnight in depth nutritional analysis.
- ★ Shopping list, as well as a document on macro nutrient advisories which includes the macro nutrient content of each food.
- ★ Supplement analysis. What do you actually require instead of a list of ineffective and costly pills and potions.

Not only this, but for all LDN Performance Coaching members, you will receive a 20% discount code, applicable to all products in our store.

# Why this service is for you

## What the research says

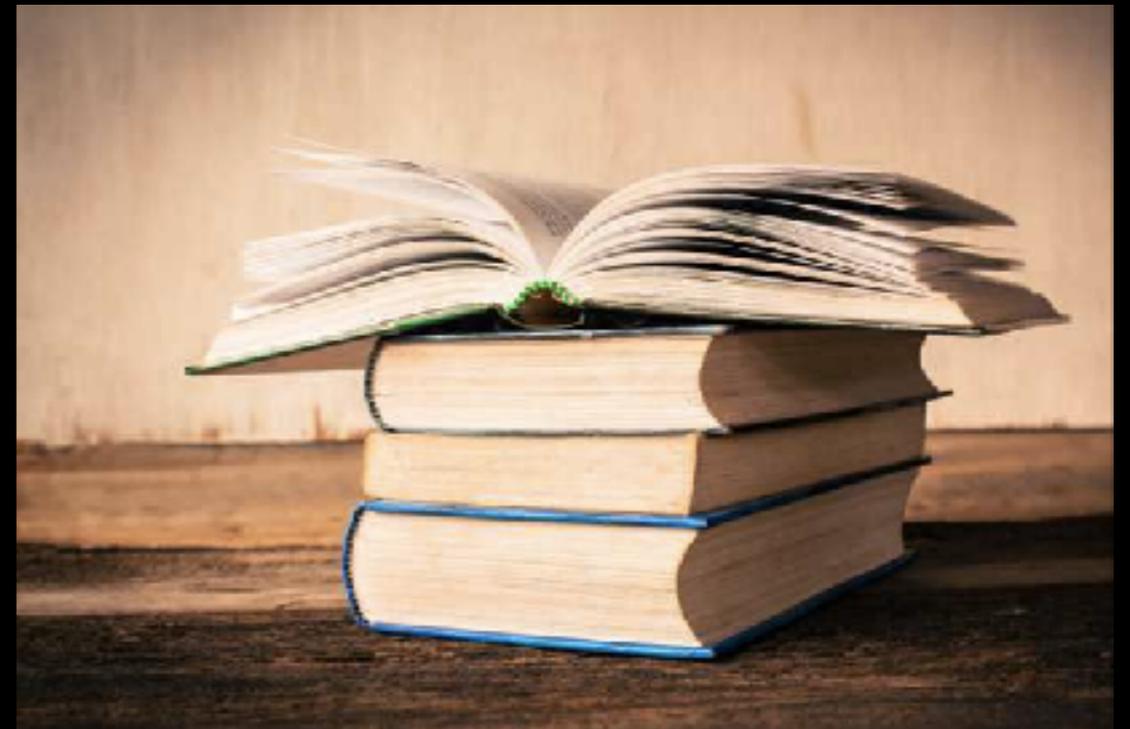
Research suggests that; as many as **80%** of people who begin an exercise program **do not** stick with it longer than six months. When in **regular contact with a coach** however, **60%** of people progress through the behavioural model of change at least one stage, which means that the chances of long term adherence rises **significantly**.

*“The key point of this component is that exercisers... almost always improve their exercise adherence and consequently their fitness, when they have someone they can depend on for guidance, information and emotional support”. Going it alone very rarely leads to success.*

Fitness coaching, particularly with regard to phone interactions and support, has been researched within adult populations and appears to be beneficial for promoting fitness and exercise adherence dramatically. In one study, **long term telephone intervention showed remarkably high adherence rates** with its subjects... 90% for men and 75% for women.

**“Which are unheard of in the fitness industry”.**

**Long term adherence leads to amazing results!**



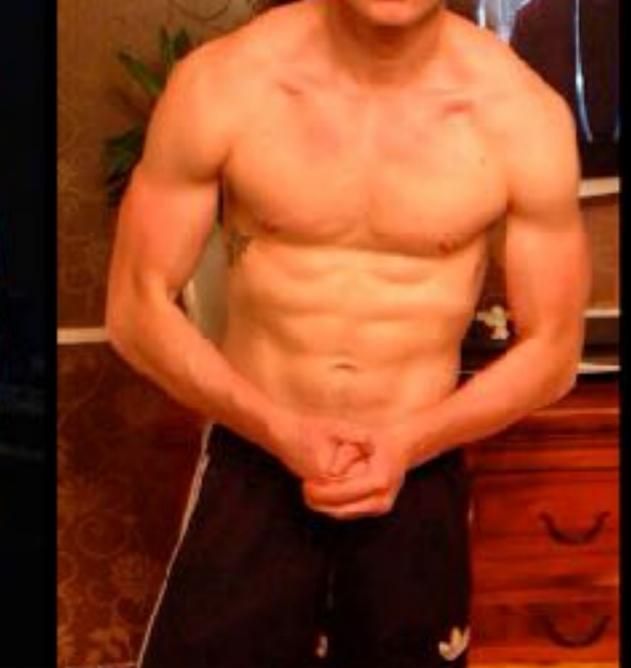
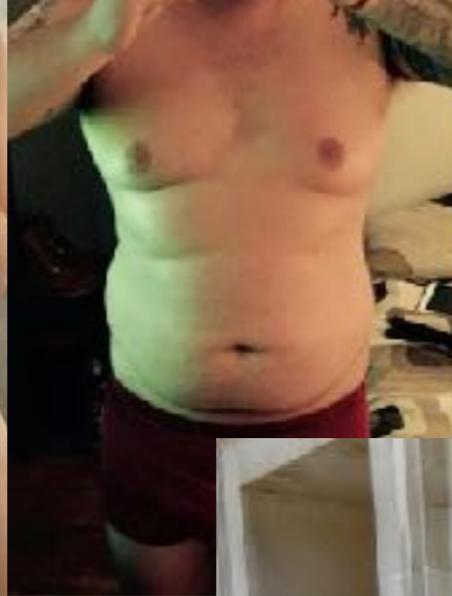
*Mark Anshel, 2014;  
Carol Kennedy-Armbruster, Ph.D., Meagan Shipley,  
M.S., Mary Yoke, M.A., and Hannah Calvert, B.S., 2012;  
Castro and King, 2002;  
[AppliedSportsPsych.org](http://AppliedSportsPsych.org);  
Janet Buckworth, Rod Dishman, Phillip Tomporowski,  
2012.  
Albert W. Taylor, Michel J. Johnson, 2008.*

# Why this service is for you

- ★ This product is limited to a maximum of 10 people **only**. This means that you are part of an exclusive group, which ensures that you receive as much contact time with Ben as is required to help get you to your goals. Which is **not** commonly found with a lot of online coaches.
- ★ With experience in coaching thousands of hours of 1-2-1 sessions, you can rest assured that many of the obstacles that you may have encountered, have been addressed and overcome before. We have the experience and the knowledge to help you achieve.
- ★ This product is about more than just great training... **my goal** is to help you transform in to the best ever you! To help you become stronger, more knowledgable on nutrition, more confident in your body, more aware of what you are physically capable of. Ultimately, It's about enabling you to become **more successful in your career and happier in your home life!**



And if you're still questioning whether coaching is right for you... contact us right away to book in your **FREE** phone call consultation and talk directly with Ben now.



# What is required of me?

- ★ Understand that to achieve your fitness goal, **100% effort** is the only way! Nothing worth having comes easily!
- ★ Transparency. For you to succeed, honesty is always the best policy. It is difficult to give appropriate advice if the information provided is incorrect.
- ★ Self belief and persistence!
- ★ Consistency with communications and consistency with effort.
- ★ **MUST** purchase two specific products on amazon to monitor progress (total cost under £25).
- ★ Purchase appropriate home training equipment if your desired location for training is at home.



# Purchase requirements

## **MUST**

- ★ Seca Ergonomic Measuring Tape (£8-£11)
- ★ Wrist Blood Pressure Monitor (£13-£20)

Both can be purchased from Amazon



## **RECOMMENDED**

- ★ Supplements. Upon agreeing to begin online training, a list of premium quality supplements will be provided to you. These are not a necessity, but are strongly advised to accelerate your progress.

# Purchase requirements

## **MUST**

If you decide to undertake your training from **HOME**, you **must** also decide which of the following packages you will be purchasing.

This will allow for accurate and effective program design.

## Home Training Essentials - Starter

**LDN**  
PERFORMANCE



# Purchase requirements

## Home Training Essentials - Intermediate

**LDN**  
PERFORMANCE

\*In addition to all of the starter essentials



## Home Training Essentials - Premium

**LDN**  
PERFORMANCE

\*In addition to all of the starter and intermediate essentials



# Referral System

For every person that you refer on to LDN Performance that signs up for **Coaching**, you will receive either a £50 store voucher or £50 cashback as a thank you!

[The more you refer, the less you pay!](#)



# Packages + Prices

- ★ **3 months** (the starter package)

Package Value = £750 + the scientifically proven chance of succeeding and then continuing your training for a far greater period of time = Priceless!

**Actual Cost = £375**

- ★ **6 months** (the committed package)

Package Value = £1500 + the scientifically proven chance of succeeding and then continuing your training for a far greater period of time = Priceless!

**Actual Cost = £675**

- ★ **12 months** (The life changer)

Package Value = £3000 + the scientifically proven chance of succeeding and then continuing your training for a far greater period of time = Priceless!

**Actual Cost = £1200**

# Product Availability

This is a product which is extremely exclusive as I work with just **10** individuals at any one time. To enquire about availability and to book in for your **FREE** phone call consultation, please email [ben@ldnperformance.fitness](mailto:ben@ldnperformance.fitness) with the subject line:

**Coaching Enquiry.**



Should you require any more information, then please  
get in contact today.

Email: [info@ldnperformance.fitness](mailto:info@ldnperformance.fitness)

[www.ldnperformance.fitness](http://www.ldnperformance.fitness)