



## TMF Client Onboarding

Once again, welcome & congratulations on becoming the newest “TMFer” ;) Over the course of our relationship, I look forward to getting to know you, the person, as we work towards building the physique of your dreams.

From the start, I want you to understand that while you have expectations for me as a coach, I also have expectations of you as a client.

No one has ever succeeded without buying in and respecting the process of a solid game plan. First and foremost, you must buy in to this process-oriented mindset; rest assured that continual effort with the right methods makes your success simply a matter of time.

We will be taking a highly tailored approach that will evolve to best suit your individual physiology. This is one of the most exciting parts of our relationship. We will come to learn what makes you tick on an intimate level, and in due time, we will be as savvy as a legendary coach of a sports team that pulls all the right strings to get the most out of his or her team. But in this case, we will both be playing the role of that coach, and instead of a team collecting wins on the field or on the court, we'll be collecting wins on a daily basis in your everyday life.

But we can't start this process without first establishing a baseline. After reading your Follow Up Intake Form (attached to the “Welcome Email”) and combining those findings with the info I got from your initial Goal Analysis, I will work on building customized, all-inclusive templates including diet, training & lifestyle recommendations. Over time, we will see how these protocols react with you, and make weekly adjustments to further specify the program to you over time.

We will work on implementing the most pertinent shifts first to set up a solid framework to build off of based on your goal. Then, we will make tweaks to continue to squeeze every last drop out of your potential to grow (or shrink!).

Data collection will be ABSOLUTELY VITAL to the process, which will last as long as you personally need it to. As we progress, you need to be diligent in keeping up to date with your info. The numbers and notes we accumulate along the way will be the true driving force behind the long-term success we plan to have together.

I utilize a fully digital approach; this allows for instantaneous feedback & constant contact.

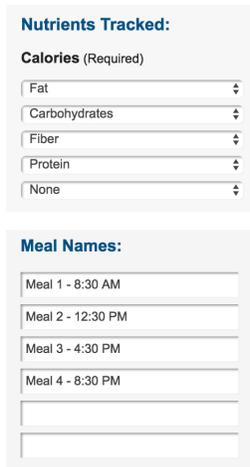
### Tracking Progress (Visit the Client Content page for demos on how to use each app)

#### Diet: My Fitness Pal



My Fitness Pal is likely the most used diet tracking app in existence. If you don't already have an account, you'll need to download the app & create one (it's free).

Once you have an account, you'll need to do a few things. First, you'll need to add me as a friend so I can view all of your information in your profile. My MFP username is “joeflah13”.



You'll also need to make some changes to the default settings on your app. Click the "Settings" tab, and the first change you will make will be to the section "Nutrients Tracked."

You want to set up your template to track Fat, Carbohydrates, Fiber & Protein (pictured left).

Additionally, you should change your Meal Names to reflect the times I have prescribed you for each meal. For example, my four meals of the day are pictured to the left.

My Fitness Pal has a scanning function, which makes life SUPER EASY when it comes to prepackaged foods. Just make sure the product you scan and the product that pops up in the app match (sometimes they don't) and check to see if all of the nutrition data is accurate. You'll also need to know how many servings of each food you're eating, which is easily changeable.

For food without a nutrition label, I don't recommend using the My Fitness Pal database unless you're in a pinch. While the database is expansive, some foods listed are VERY inaccurate. I highly recommend using the [USDA Database](#) (example on how to use the database in the "How to Measure Macros" article on the Client Content page).

This is the most accurate database of them all and has a calculator function built in: you input the number of grams, ounces, etc. in and it spits out the result. You'll need to utilize measuring cups/spoons & a scale for optimal results, and there's a video on how to do that on the Client Content page if you're not already familiar.

When you get your macro totals from the USDA Database, you'll have to input the info manually into the app by pressing the "+" sign on a given meal. Trust me: once you get the hang of it, the measuring aspect takes a matter of seconds. I spend a total of 15 minutes/day MAX in my kitchen on the 6 days of the week I'm not meal prepping, and only about 30-60 minutes in the kitchen on days I batch cook.

All told, My Fitness Pal is a fantastic tool that allows you to track meals in real time without a huge time commitment. Over time, you will develop "go-to meals" and be able to input them consistently within a matter of seconds. For additional guidance on how to use this app, track macros, measure food & meal prep, visit the Client Content page. I have a demo on how to use the app, as well as videos/articles on how to do the rest.

### Training: Google Drive/Sheets



Yet another free app/program that will make life super easy. Signing up for Google Drive and downloading the app will allow you to take your training log with you wherever you go. I use my phone to track all of my reps & sets when I'm in the gym; it's as simple as pulling up your training log & inputting data while you're resting between sets.

Once you have a Google Drive account, I will be able to share a number of templates with you. The most important of which will be your training log (my personal log is pictured below).

	A	B	C	D	E	F	G	H	I	J	K	L
1	6-Day ABC Split		Increase Weight									
2	Cutting		Stay at Weight									
3			Reactive Deload									
4												
5	Session	Exercise	Sets x %	Scheme	Round 7	Round 6	Round 5	Round 4	Round 3	Round 2	Round 1	Benchmark
6	A	Squats w/ Chains	6 x 80%	<= 8 reps		275 x 7,6,4,3,3,2	270 x 8,7,7,6,5,5	270 x 6,5,5	265 x 8,7,6,6,6	260 x 8	265 x 3	260 x 8
7	A	Mach. Flyes w/ Chains	5 x 65%	<= 7 reps		55+ x 7,7,6,7,6	50+ x 7,7,6,6,6	45+ x 7,7,7,7	40+c x 7,8	146.5 x 11	143 x 13	143 x 10
8	A	SA Pulldowns	5 x 80%	<= 6 reps		100 x 4	100 x 5,4,4,4,3	95 x 6,4,4,4,4	95 x 3,4,4	95 x 4	90 x 6	90 x ???
9	A	Shoulder Pulls	5 x 65%	<= 12 reps		165 x 12,10,10,10,10	165 x 11,11,11,10,10	160 x 12,12,12,12	155 x 12,11,9,9	150 x 13	145 x 15	140 x 13
10	B	Incline Bench w/ Chains	5 x 80%	<= 6 reps		195 x 5,5,5,4,4	190 x 7,6,6,5,5	185 x 7,6,4,5,4	180 x 6,5,5,4,4	220 x 6	215 x 6	???
11	B	KAATSU Curis	4 x 30%	???		30 x 24,12,11,11	20 x 18,14,14,12	30 x 10,10	60 x 12,8,5	60 x 10	55 x 12	55 x 11
12	B	Leg Curls	4 x 65%	<= 9 reps		135.5 x 9,8	33 x 15,8,8,7	77 x 6,5,2,2	77 x 4,3,3	80.5 x 6	77 x 8	69.5 x 9
13	B	Incline DB Laterals	6 x 65%	<= 15 reps		15 x 14,13,12,12,12,13	15 x 13,12,12,12,12,12	15 x 12,12,12,12,11	12.5 x 12,12,12,12,12			???
14	B	Calif Jumps	5 x 65%	<= 10 reps		305 x 11,10,10,9,9	300 x 11,9,9,8,8	295 x 11,9,9,8	290 x 11,9,8,8	285 x 11	280 x 11	275 x 11
15	C	DB RDL	6 x 80%	<= 7 reps		95 x 8,7,7,8,0 x 8,8,8	90 x 9,8,8,8,7,7	85 x 8,8,8,7,7	80 x 7,7,7,6,6	150 x 7	145 x 7	???
16	C	Single Leg Extensions	4 x 65%	<= 12 reps		113.5 x 8	113.5 x 11,9,8,8	113.5 x 9,7,6,6	110 x 12,7,7,6	212.5 x 10	110 x 10	102.5 x 12
17	C	Lat Prayer (Rope)	4 x 65%	<= 10 reps			135 x 10,8,8,7	135 x 9,7,7	130 x 12,10,8,6	130 x 11	125 x 12	125 x 10
18	C	SA Cable \_(ツ)_/	7 x 65%	<= 12 reps			130 x 14,14,14,13,13,14	125 x 12	75 x 11,11,11,13,11,10			75 x 11

Your split and goal will be listed in the top left corner, alongside an instructional key on how to use color coding (more on that in a second). From left to right, you will see the name of each session, the exercises in each session, the amount of sets at a given intensity you will be using, and the rep scheme for each exercise. If you're more of a beginner, we won't be using percentages for intensity right away, so your log will simply list: exercises, sets & rep targets.

On the far right, you'll see a "Benchmark Value," the weight & rep target you will be trying to exceed with the first set of every exercise each time you do that exercise. Again, if you're a beginner, this likely won't come into play for a while.

Training Splits, a.k.a. your training routine, is broken down into micro & macro cycles. For instance, my current split is a 6-Day ABC split. That means I have an A workout, a B workout & a C workout. One time through A, B & C = one microcycle. Since I train six days a week, I will complete two full microcycles in one macrocycle.

Each new microcycle is noted by each new column to the left of the "Benchmark" column. As you can see, I have completed six microcycles (Round 1 thru Round 6), which means I have three full weeks of data here in this log. Every time you complete a microcycle, you'll simply add a column to the left and repeat the process (there's a video demo explaining this on the Client Content page).

Every time you go into the gym, all you need to do is input the amount of weight you use & the number of reps performed with that weight. It's really that simple. For example, you'll see "Squats w/ Chains" as the first exercise for Session A, the next workout I'm scheduled to do. Since that box is yellow, that means I use the same weight as I used last time, since I wasn't able to hit my rep target on the first set (for squats, that rep target is 8. Last time, I got 7 on my first set, so I will stay at 275).

When I walk into the gym next, my goal is to squat 275 lbs and reach/exceed my rep target on the first set. You'll notice I have six sets of squats scheduled, but the only comparison to the benchmark comes on set number one. The remaining sets for each exercise are there to accumulate quality volume. You'll still count the number of reps in each remaining set and complete

each set one to two reps from failure, but those sets don't necessarily have a target. Your first set, when you're fresh, is going to be the biggest indicator of whether you gained strength or not. And that's the whole point of training: progressive overload.

Say the next time I squat, I get 275 x 8 on my first set. Great! I fill that box in green & note down the rest of the reps in the remaining sets. By coloring that box green, I know that the next time I squat, I should add the smallest amount of weight (in this case, 5 lbs) to the bar and once again try to hit or exceed my rep target on the first set the next time I squat.

Say the following time I squat, I put 280 on the bar now, but I can only get six reps. *That's okay*, since you can't expect to gain a fixed amount of strength every time you step into the gym anyways (wouldn't that be nice?). If that's the case, I color that box yellow, input the remaining number of reps in each set done for squats, and move on to the next exercise.

Final part of this example: say the NEXT time I squat, I still use 280 lbs, but now I only get four reps. Since my performance on my first set is below what I was able to do last time, I color that box red. This calls for a "Reactive Deload": I DO NOT do the remaining sets with the same weight, because it is clear I was not able to gain strength between sessions. In this case, I'd take off roughly half the weight (i.e. go down to ~140 lbs) and do the remaining sets with a much faster tempo and a higher number of reps. This is only to accumulate volume and provide a form of active recovery & not to push for progression, since it's already clear that something inhibited your recovery since last session. We'll work together to find out what that was.

For more information on Benchmark Testing, watch the video on the Client Content page. There will also be a calculator provided to you if this is a method we are using in your routine.

For anyone who doesn't have much experience with the exercises I prescribe, I will also provide video demonstrations via email and will give you specific cues for each exercise during our weekly check-in/other videos. I also encourage you to record yourself doing any exercise that you may have questions about; if you send me the video, I can give MUCH better feedback.

Over time, by using this training template, you will be able to zoom out and see a broad view of your progression on each exercise. The goal is to keep the log mostly green & yellow with a sparing amount of red. This indicates good progress.

The take-home message here: download Google Drive/Google Sheets, open it when you're in the gym, and simply jot down the weight used & number of reps per set in the corresponding boxes. Very simple.



### **Body Composition:** Google Drive/Sheets

Body composition will also be tracked with Google Drive/ Sheets. This data will be CRUCIAL in order for me to understand how your body is responding to your training & diet over time. You will receive a template that will have input slots for bodyweight, waist measurements & body fat percentage. For beginning clients, we will likely hold off on the body fat percentage measuring unless otherwise noted.

Measurements should be taken *as frequently as possible* (preferably daily) in order to find averages and trends, which will automatically be calculated in the template (pictured below).

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Enter you weight, waist and body fat percentage as often as possible (preferably daily) to track progress															
2	Take measures in the same state across days. I recommend weighing yourself and taking your waist measure upon waking up, right after going to the bathroom															
3	ENTER			ENTER			ENTER			ENTER			ENTER			
4	Date	Weight	Avg. Weight	Est. Weight	Est. Δ (+.5%)	Δ%	LBM%	Avg. LBM%	BF%	Avg. BF%	LBM	Avg. LBM	FM	Avg. FM	Waist	Avg. Waist
5	Day 1	178.0					83.0%		17.0%		147.7		30.3			
6	Day 2						100.0%				0.0		0.0			
7	Day 3						100.0%				0.0		0.0			
8	Day 4						100.0%				0.0		0.0			
9	Day 5						100.0%				0.0		0.0			
10	Day 6						100.0%				0.0		0.0			
11	Day 7						100.0%				0.0		0.0			
12	Day 8*		178.0	178.89	0.9	100.0%	100.0%	97.9%		17.0%	0.0	18.5	0.0	3.8		#DIV/0!
13																
14	* Consult Day: I still need this data!															
15																
16																

As you can see, the instructions on this template are simple: enter your scale weight, waist measurement & body fat measurement (if necessary) as often as possible, INCLUDING the morning of our Weekly Follow Up (discussed below).

Collectively, it should take roughly 60 seconds to collect your scale weight & waist measurement, and maybe an extra two minutes to 3-5 body fat readings using the Skulpt Chisel\*. As such, I recommend you incorporate data collection into your morning routine: I personally wake up, go to the bathroom, weigh myself, take my waist, take 3-5 Skulpt measurements, and input all of that data into my tracker every day. PLAN FOR THIS. At an absolute minimum, three data points per week are needed.

*\*The Skulpt Chisel is an amazing device to keep track of body fat percentage. It's nearly as accurate as DEXA Scanning, costs a fraction of the price, and can be used on a daily basis. You can purchase one in-store at a [Best Buy](#) or [Dick's Sporting Goods](#), or you can order it online. If we have decided that you require body fat tracking, make sure you have it (or access to another reliable way to track body fat %) by your start date.*

With these apps, we will both be able to see how every little change impacts your physique PROVIDED THAT YOU STAY DILIGENT WITH YOUR UPDATES. This is something that I stress in both directions of this relationship: I promise to be as on-top of your information as I possibly can be, provided you are delivering on your end!

## Weekly Follow-Ups

As I mentioned earlier, changes will come on a weekly basis, but they won't come without warning. I plan on having two check-ins with you per week at times that we schedule to be most feasible. This will include a 30-60 minute Skype Call/Phone Call, as well as a 10-15 minute mid-week check-in video you can send to me via Facebook or Email.

The Skype/Phone call will serve as a way to converse about the changes we will be implementing, provide coaching tips & allow me to answer any questions. Please note any specific thing you may be struggling with and I will do my best to help you.

Following each Skype/Phone call, you will be sent an "Action Plan," which will be a PDF Document of your new macros for the week, your body composition changes, and coaching tips for diet, training & lifestyle based on your strengths and weaknesses. Print out this "Action Plan" for quick reference in the kitchen or in the gym.

The video check-in will allow us both to assess how these changes are taking hold over the course of the week. Three or four days after your check-in, I want to exchange brief (5-10 minute) videos. I will be tracking your progress via My Fitness Pal & Google Drive, and comment on my observations through half the week. I want you to watch that video, provide any personal observations you may have, and ask any questions to get squared away for the rest of the week. In the video, I want you documenting how the changes we made are taking hold, what's working well, and what's not. I prefer videos, because you can't hide your emotions quite as well as you can through a keyboard ;).

Keep in mind that, at any given time, I will be working with multiple clients. While I value our time together, I want to create a system where we have efficient contact with each other that leads to tangible change. However, if we need to have an impromptu call or Skype session, I will do my best to accommodate you.

You also have access to my email and phone number; feel free to email or text me a few small questions if need be in order to clarify things and keep progress chugging along.

Email: [tailormadefitness13@gmail.com](mailto:tailormadefitness13@gmail.com) | Phone: (773) 220-1179

At the same time, I do ask that you respect my privacy and try to abide by my business hours (currently 9 AM - 5 PM Central, Daily) when it comes to asking questions. If you text me a question at 2 AM, I'm probably not going to respond. If at all possible, please collect your questions and send them to me via email. I check my inbox daily and will get back to you within 24 hours.

### **What Now?**

Between now and your start date, PLEASE get your Agreement signed & make your first payment so that you have access to the Client Content ASAP. This will be extra vital for beginners.

I consider all of it required material to read, watch and comprehend over the course of our relationship. The content will likely answer many questions you may already have.

Specifically, I highly recommend reading/watching all of the content relating to meal prep, macro tracking & how to use My Fitness Pal/Google Drive if you are not already familiar with how to utilize these methods.

I would also highly recommend going shopping as soon as I deliver you the diet template detailing your macronutrient targets. Don't worry, I will get this info to you before your start date, which will provide you enough time to shop and prep food for the week ahead.

You may or may not need to buy a few things depending on what you already have at home:

Make sure you are investing in good measuring tools, in the kitchen & for body composition. A reliable scale, a body comp analyzer (a.k.a. the Skulpt) and a measuring tape will all come in handy and can be used daily for optimal results. The goal is not to measure from specific time points, such as Monday to Sunday, but to measure more frequently and take averages. This will show much more pertinent trends over time.

Make sure you're comfortable with your measuring tools as soon as possible. Take your scale weight each morning upon waking, right after going to the bathroom, in minimal clothing. This will standardize your weight measurements. If using a tape measure to measure your waist, make sure to always measure the same spot on your stomach and always maximally flex your abs when taking the measurement. This also will standardize the measurement.

If you purchase a Skulpt Chisel (DO IT!), make sure you play around with the measuring protocol; it takes a little getting used to, but once you get the hang of it, it becomes second nature. An instructional manual can be found [here](#), and a "how to" video is on the Client Content page.

Speaking of measuring tools, you also want to make sure you have a good compliment of measuring and weighing devices for your kitchen. A good digital kitchen scale and a reliable set of measuring cups/spoons should do the trick. Also invest in some Tupperware or any other brand food containers; they're really cheap and make divvying up food much easier.

### **The Tailor Made Mindset**

As cliché as it sounds, your mentality about this process is everything. The more you believe in yourself and your ability to improve, the better this will go. Everything seems harder in your mind at the outset then it turns out to actually be. The sooner you stop making excuses for yourself and embrace the fact that your harder decisions are making a better you, the sooner we can start optimizing progress.

Do your best to release personal judgement and understand that with the proper tactics in place, your goal is simply a matter of time. Unless your goal has a strict deadline, there's no reason to put an unnecessary timeline on it. The most sustainable route is going to be the most successful one in the long term.

If you commit to making the "strong decision" every day, you will rack up small wins in a hurry that will compound, just like interest on an investment. At times you feel weak or on the verge of making a bad decision, don't be afraid to slow the moment down, identify what the proper choice is, and remind yourself that you have the power to make that choice. Over time, this process will become easier to the point that it becomes habitual.

Always make the strong choice and understand success is only a matter of time. Cheers to a fruitful relationship from this day forth.

Let the gainz begin!  
Joe