



# Welcome to Beyond

**“WE ALL HAVE HUGE POTENTIAL TO  
IMPROVE, GROW AND DEVELOP WE  
JUST NEED THE RIGHT SYSTEMS AND  
METHODS TO MAKE IT NOT ONLY A  
REALITY BUT A GUARANTEE”**

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# Who Am I?

**First and foremost, I am a dad of two, an owner of a few businesses and a film personal trainer. My journey to where I am now has been a long one and I want to share a bit about it with you.**

I've been a personal trainer since 2006 and it's fair to say that fitness is in my DNA. My father and grandfather both developed fitness testing equipment for British Cycling in the 1980s when Great Britain was just beginning to dominate the sport. Cycling was soon feeding my own aspirations.

Fuelled by my mum's unwavering support and endless encouragement, I was soon winning national medals in junior cycling. She gave me the freedom to push myself and I gave it everything I had.

As much as I loved cycling, I soon realised that a job in physical performance was my best option. I became fascinated by the science behind the human body, how far it could be pushed and what it took to get it there.

By the time I was 17, studying at college and deciding what to do next, a friend of mine told me he'd recently become a personal trainer. I had never even heard of a 'personal trainer' so I didn't know what to think. Successful trainers were few and far between in 2005, which made it a great time to be starting out. I thought that it might be a good match for me. It would allow me to work at something I loved, whilst still being able to get my own training in when I could. It sounded like the best of both worlds.

For the next 6 months, my new career path wasn't exactly going to plan, unless you count cleaning dishes in the pub at the end of my road, which I don't! It was something that, according to the Head Chef, I was "terrible at". Everyone's a critic.

Undeterred, I eventually got my first job in a gym, which was just what I needed, just when I needed it. I had terminated my contract at the pub and I was determined to make a go of this new-fangled 'personal training' thing.

Not long after starting I through in the towel and booked a one way flight to Thailand, my goal, to become a Muay Thai Fighter. Random I know.

After many months, a few broken bones, some wins and some losses I reluctantly came home.

On my return I began working at a private PT studio. It reinforced my ambitions and I knew that fitness was the direction I wanted to go, but I wanted to work for myself.

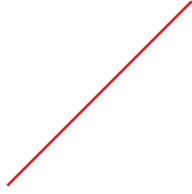
One of my clients worked at Pinewood Studios, he put me in touch with Pinewood's property department. Luckily, they had a tiny space available on site and I managed to buy a bunch of equipment from one the James Bond productions.

After some long days and plenty of blood, sweat and tears, I made that small space into a busy little fitness studio. I'd found a new home.

Over time, my reputation began to grow around the studio and I was given my first film contract. I was training one of the crew on Snow White and the Huntsman, who put my name forward to the powers that be and soon I was training a couple of the stars of that movie.



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I have always been so motivated that I rarely gave myself much time to reflect on where I was, or what I was doing, until one day when I was working on *Les Misérables*. At one point, we had almost the whole cast of the film in the gym. Big cast. Small studio! It was a very surreal experience for me at the time, I remember taking a step back and looking around at all these actors in my gym and thinking to myself “is this real??. It was a long way from ‘allegedly’ washing dishes badly in a pub.

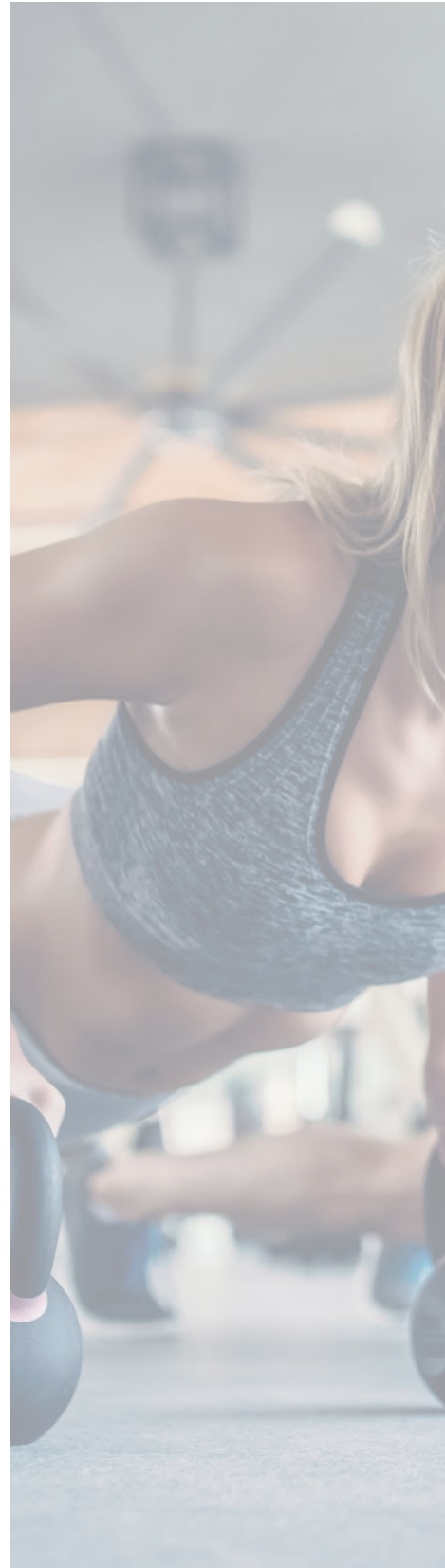
That was the beginning of my journey with many famous actors that continues to date. I’ve worked on some fantastic movies including *Assassin’s Creed*, *Life*, *Prisoners*, *Pan*, *Eddie the Eagle*, *X-Men* and *The Wolverine*.

Fast forward to today and the work I’ve done, and continue to do with actors, means I often get called the ‘Hollywood trainer’. It sounds great, but the truth is I do more work in Buckinghamshire car parks than I do in Tinsel Town!

Over the past 12+ years personal training I have never stopped learning, improving and trying to become the very best trainer I can be.

All of this knowledge, expertise and support I have put into my coaching.

I believe the innovation and quality of my coaching to be industry leading and it will provide you with everything you need to achieve results now and to equip you for a life of ongoing health and fitness.





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# What can you expect to achieve?

**“We all have huge potential to improve, grow and develop we just need the right systems and methods to make it not only a reality but a guarantee” DK**

When the plan of action is right you ultimately get out what you put in, if you work hard at it then results will be nothing short of spectacular.

For most people they will have worked hard and struggled in the past with little in the way of positive outcome, this is not unusual.

The difference for you here and now is that you will have the tools to fully reward your efforts.

You can commit to your training and nutrition with the confidence it will work.

To put a figure on progress isn't possible. We all have different goals, starting points and to a small degree genetic potential.

But what I can say is the goals you have in mind are possible, whether it be losing 20lb of fat or adding 10lb of lean muscle.

You just need to approach your goal with consistency and a level of patience, big changes don't happen overnight but the small changes you will see every day and week add up to something amazing.



# Areas to focus on



**In health and fitness not, everything should be approached with equal effort. Most people focus on the wrong areas, the small marginal details that ultimately will not help unless the foundation is right.**

## **Your calories and meal plan**

The number one focus for you is to follow the food plan. Getting your calories and macros right is crucial.

## **Your training**

Within your training plan there are few key areas to focus, consistency being the most important. You need to follow the training I have provided as closely as possible, don't add to it or think doing more will achieve more. Focus on working hard when required and taking it easy when suggested. Follow your rest periods closely and aim stick with tempo and weight suggestions.

## **Your food timing**

You don't need to eat 6 meals a day to achieve your goals. You just have to hit your calories and macros each day with the meal plan. Eating late at night isn't an issue (unless it affects your sleep) and you don't need to immediately eat after exercise either.

Focus on just following the meal plan, eating when is convenient to you and when works with your training schedule and lifestyle.

## **When you train**

The most important thing when it comes to training is doing it. The time of day will have little impact on your results in the long run. You will get used to the time of days you choose to train, so instead focus on training at the time that is easiest for you to stick with it long term.

## **Supplements**

Supplements are not essential for your goals, they may help in some areas but you CAN ultimately achieve your goals without them. A lot of people who work with me strip their supplements right back when they start working with me, but that's fine! Supplements will only help if the training and nutrition is on point.



## Weekly feedback

Your feedback is essential to your progress.

Within your account there a weekly feedback submission form which I need you to complete ever week.

This tracks progress, adherence and changes in weight.

For accurate and useful bodyweight tracking if you can weigh yourself 3-5 times per week at the same time of day and take an average reading. This will help avoid natural disparities and iron out discrepancies.

## Example

Monday -80kg

Wednesday - 81kg

Friday -80kg

Saturday -79kg

Total

$80+81+80+79=320$

$320/4 = 80\text{kg}$





# Food system

Your meal plan will be available for you in your account. The aim for your meal plan is to make it easy and simple for you to follow and therefore achieve your goals.

Following the food plan as closely as you can will ensure you make progress, if you want to maximise your results then nutrition and meal plan adherence is where you need to focus.

## Key points

- Every meal is calculated exactly for you and your goals.
- You choose any 3 meals each day
- You have one snack each day.
- On training days, you have the training day snack
- On non-training days you have the non-training day snack.
- All meals are interchangeable with each other (equal calories)

## Your training plan and weekly breakdown

Your weekly breakdown is an outline of what you need to be doing each week. If you look at this first it will show you when you are training and what you are doing.

Your calories are based on this level of activity and therefore you need to stick to this level. Adding more exercise will not always help and like skipping exercise it can actually be detrimental.

Within your training you will have resistance training and cardio to varying degrees.

All essential information on the structure and application of your training is covered in the training documents, but if you are unsure of anything then please get in touch.



# Become your own superhero

**The right mindset has the power to propel you forward. The wrong one will paralyse you into stagnation. I want to teach you to train this like you train your muscles.**

We all overthink things. Humans often make a bigger deal of a situation than reality requires. It's in our nature. Fear is real, even when the threat is in our heads. But also, in our nature, hidden away until the moment demands it, or we finally learn how to access it, is the power to overcome any and all fear.

It's the superhero mindset. The side to us that we dare to believe exists but keep hidden under fear or pressure. It lies dormant. Too long unassessed.

What does your superhero side look like? It's in those moments when you face uncertainty and act anyway. It's when you understand you are going to fail but throw yourself headfirst into it all the same. The superhero mentality isn't about always succeeding, or never acting without sure victory. Quite the opposite, in fact. At their core, the everyday superhero has one power: a refusal to quit. No matter what happens. No matter how hard it gets, they're going to see it through. Whether it's to make themselves better or to better others. You can build this resilience, this desire. The key is to push yourself with your everyday behaviours. Studies show going out of your comfort zone on a regular basis expands your ability to keep going when the going gets tough. Even basic things like turning the shower to freezing cold can simultaneously jolt your nervous system and help you face up to pain in the future. A day going without any dirty food is an exercise for your willpower. But the most powerful play is being adventurous. Every day we should seek to do something uncomfortable, something we don't know we can achieve. Whether it's practising headstands or learning a new sport; running a new distance or trying an adventure race. The mind thrives when the body faces up to the unknown. And that translates to heightened performance in the gym and in life. And it puts becoming healthy on autopilot.

You might not realise it, but when you start a new healthy lifestyle, you are helping those around you.

Every rep, every nutritious meal you take in, shows others that it is possible. You are setting an example for everyone: your family, your co-workers, strangers on the street. And in so doing you give them hope. People will notice how much nicer you are, how much more confident and the energy you have. And they will want to know how you did it.

It is in those moments that it can click for someone else. Then you realise this journey was never just about you. It was about the countless others you can serve and inspire.

And that's why I challenge you to become your own superhero.

Realise now that just because you don't wear a cape it doesn't mean the world doesn't need you.

