

A hand is holding a black smartphone. The screen of the phone is white and displays the logo for 'STORM ONLINE'. The logo consists of the word 'STORM' in a bold, black, sans-serif font. The letter 'O' is replaced by a stylized graphic of a blue and black swirl, resembling a storm or a wave. Below 'STORM', the word 'ONLINE' is written in a smaller, blue, sans-serif font. The background of the image is a blurred, blue-tinted industrial or office setting.

STORM
ONLINE

A SIMPLE TO FOLLOW **NEW**
TRAINING EXPERIENCE

CONTENTS

- Section 1 Introduction
- Section 2 Get your Diet on Track
 - Example Food choices
 - Planning and Prep
- Section 3 Strength Training Principles
- Section 4 What is Hypertrophy?
- Section 5 Energy Systems
- Section 6 Training for Fat Loss... Fast!
- Section 7 Supplements
- Section 8 Your Mindset
- Section 9 Tools for Success
- Section 10 Wrap up and get Started
- Section 11 Key Terms



Section one

INTRODUCTION

Storm Online is the single best system for busy people like you looking to get in shape. There are a lot of excellent resources online, many of which will give you a HUGE amount of information on the topic at hand.

That's where Storm Online is different. We provide a completely new training experience with simple to understand instruction on what to do...

That's it!

No fluff.

No fillers.

Section two - Nutrition

GET YOUR DIET ON TRACK

Using a system of tracking how much you eat can be a fantastic way for you to progress towards your goals. Often people have struggled with different diets over the years progressing from one system to another, without understanding why. Why does one diet work and one fail?

Tracking what and how much you eat is based around the number one rule when it comes to weight loss or muscle gain and that is, how many calories are you eating.

Eat too many and you'll gain weight and eat too few you'll lose it. It is a fundamental rule that simply cannot be ignored when discussing diet.

Calories in Vs Calories Out:

All foods are made up of calories, which is a unit of food energy, it is from these calories that the body generates energy to fuel everything that your body needs to do. Don't think of this as energy purely burned whilst exercising. Calories provide energy for processes such as breathing, blood circulation, brain function, etc.

The amount of energy that you need for bodily processes is unique to you, and is known as your Basal Metabolic Rate (BMR). Your BMR is the amount of energy (calories) that your body requires to function at rest.

We then need to take into account all your daily activity, as it's unlikely that you wouldn't move at all during the course of a day. Whether that's walking to get lunch, playing sport, work, ironing, gardening, the amount of calories you burn will rise. Work is an especially key activity, as there can be huge variation in activity based on your type of job.

Now why is this important when it comes to weight control?:

Simply put, if you eat the same amount of calories in a day than you burn off, then your body weight would stay the same. Eat more, then you gain weight. Eat less, you lose weight.

Let's use an example, Steve, a guy in his 40's, has a reasonably sedentary desk job and exercises twice per week. Using a simple equation based on our lifestyle analysis survey, using his age and activity levels etc. we can make an estimate that he needs 2200 calories per day to maintain weight.

Therefore:

2300 calories per day
(A SURPLUS of calories)

= WEIGHT GAIN

2200 calories per day.
(MAINTENCE calories)

= WEIGHT STAYS THE SAME

2100 calories per day
(A DEFICIT of calories)

= WEIGHT LOSS

So we now have the starting point of how we can achieve Steve's goals. The right amount of calories. The higher your rate of metabolism the more you can eat without gaining weight. (It's vital to understand that this number will be unique to you and is determined by a number of different variables including; age, weight, how much muscle mass you have, occupation, training regime, dieting history)

So this is stage 1 of tracking what you eat, making sure you eat the right amount of calories. But in order to optimise our progress we need to consider how what type of foods those calories are made up of. Enter macronutrients.

Macronutrients:

So what is a Macronutrient?

From now on let us use the term macros, macros are composed of protein, fats and carbohydrates. Depending on the types of food have different macronutrient breakdowns. Look at the nutritional information on the label of any food and you'll see amongst other things; Carbohydrates, Fats, and Protein amounts. It is usually stated per 100g and sometimes per serving size.

Each Macronutrient gives a different amount of calories.

1g of protein = 4 calories.
1g of fat = 9 calories.
1g of carbohydrate = 4 calories.

Lets refer back to our example of Steve. He needed 2200 calories to keep his weight steady. He could get these calories from any mixture of the 3 macros.

90g of Protein (90x4 = 360 calories)
40g of Fat (50x9 = 450 calories)
223g of Carbohydrates (223x4 = 892 calories)

If Steve eats this amount of food everyday, assuming his activity levels stay the same, his weight won't change. Please try to remember that the amount of calories you eat is the overriding factor to weight change. Regardless of what macros you eat, if the CALORIES are high you will gain weight. CALORIES too low, weight loss.

BUT...

From which macros the calories come from can make a difference to the type of weight gain/loss that happens. By ensuring you eat the right ratio of the 3 macros we can optimise keeping/growing muscle mass and losing body fat. So as you progress with tracking food we will be begin to move from just looking at the amount of calories you have, to keeping a track of one or all 3 of the macronutrients.

It's important to understand why all 3 macros are important to a healthy lifestyle.

Protein:

Protein in Greek it means “primary importance” giving a good indication of how important it is to the body. It’s required for, amongst other things, the production of haemoglobin and fibrin in the blood, hormone and enzyme production, repair and growth of cells/organs and tissues, bones, muscles, hair and nails are all made up of proteins. It can also be used as an energy source if necessary. Ensuring you eat enough protein is vital for maintaining your muscle mass and potential growing new tissue.

Carbohydrates:

Carbs are different to fats and proteins as they are the only macronutrient that is non-essential. So we could eat no carbs and the body would still be able to function, this doesn’t however mean that it is not incredibly important. It’s used by the body as a fuel source and the body will choose to use carbs as energy over proteins and fats as it is the most convenient to process. Recently the diet world has started to demonise carbs and put forward the idea that removing them is the key to weight loss, remember it is a deficit of CALORIES not necessarily carbs that is the key to losing weight.

Fats:

Due to fat being more calorific than the other 3 macros it was encouraged by most diets to remove it from your diet as an easy way of cutting calories. However fat is a vital part of your diet. Fat is involved in cell growth and function, functioning of the brain and nerves, production of cell membranes. Transportation of vitamins through the body. Formation of steroid hormone, which is vital for growth. Plus fat can also be used to create energy.

Different stages of your diet:

While working with Storm ONLINE you will be at a certain stage, these stages may change as time goes by, whichever the stage you will have a specific goal of what we are trying to achieve. All come with their own difficulties and obstacles.

Fat Loss

Reverse Diet

Maintenance

Muscle Gain

Fat Loss:

“Eating a slight deficit of calories, so that you will begin to lose weight”

During this stage we will be hoping to see your scale weight coming down as well as any body tape measurements that we have been taking. Due to the deficit of calories we tend to keep fat loss stages under a 16 week period of time, this is due to the deficit causing a slowdown in metabolism. Remember how we talked about how you have a certain amount of calories that you can eat and neither gain or lose weight? Well if you stay on a low calorie diet for a significant amount of time that number is going to get lower and lower, making fat loss harder and harder to achieve. That's why after a period of time trying to lose fat it's important to spend some time in one of the next two phases. Maintenance or Reverse Diet.

Maintenance:

“Eating enough calories so that your body weight stays stable.”

It may on the face of it seem like a pointless exercise as your body won't change a great deal. But doing so can be great for building confidence while getting used to tracking your food intake at the start of your diet. As mentioned it is also useful for giving your body a break from deficit calories, while not undoing any progress that you have made. After a period of maintenance calories you can then move forward, either back on to fat loss or what is known as a reverse diet.

Reverse Dieting:

“A slow increase in food intake, designed to build your metabolism without weight gain”

Using a sustained period of reverse dieting can be absolutely vital in ensuring long term success with your fat loss. After a period of time in either of the previous stages, we can make the decision to add minimal calories back into your diet. By doing so we can look to not only stop any further drop in your metabolism but in fact raise it. Week by week if we aren't seeing any increase in the measurements that we are taking, we can continue to add more calories. The higher we can get your macro numbers without weight gain, the easier you will find it when going back to a period of fat loss, as your new maintenance level has been raised.

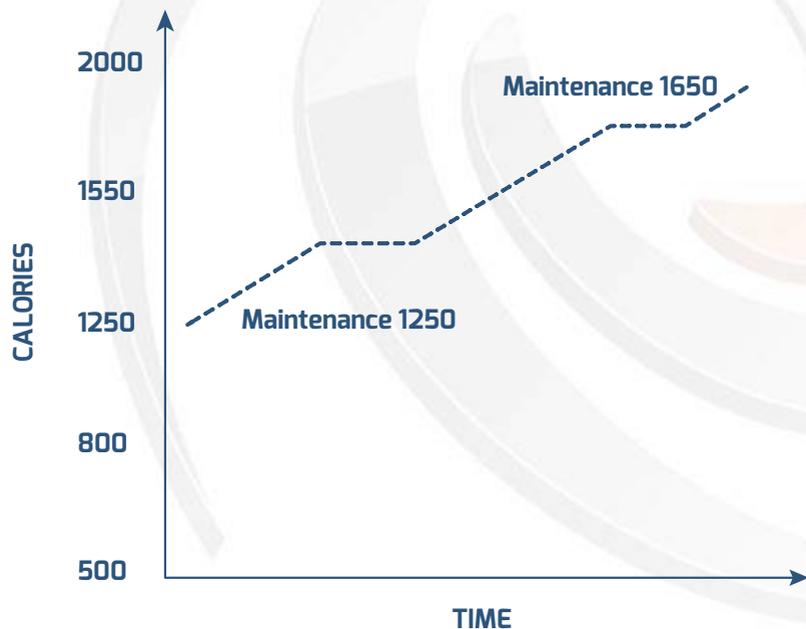
For example on the graph below Jane has found herself at 1250 calories per day and her weight isn't changing, to lose any weight she'll need to drop these calories to

at least 1000 see some change. If instead we spend some time adding small amounts of calories to her diet, we could, in this example, see her eating 1650 calories with minimal weight gain and then dieting on something like 1400 calories.

A more realistic number which will still allow her to eat plenty of nutritious food.



Calories chart



Muscle Gain:

“Using a surplus of calories to allow the body to grow new muscle mass”

It may well be that your goal is to try and increase the amount of muscle mass that you have, nutrition wise you will need to eat higher than your maintenance calories, so that your body has the extra calories to

support this growth. Beginners can quite often have a period of time where they increase the amount of muscle mass they have but also lose body fat. Unfortunately this doesn't tend to last that long and often when trying to gain muscle a little extra body fat may be gained as well, finding that sweet spot with your calories where you're growing muscle but not excessive fat is key.

Why is flexibility within your diet important?:

Most diet plans tend to encourage some kind of restriction/hardship that you need to push through to achieve your goals, that can be a lack of fat or carbs, removing foods such as dairy or gluten or even fasting for a certain period of time every few days. Obviously the big restriction that is encouraged is removing the hedonistic foods that you crave, the foods that are high calorie due to the high fat and carbohydrates in them, ice cream, pizza, burgers, chocolate, crisps, we all have our particular favourites and avoiding them is vital to long term success.

However:

You begin a new diet regime and the first thing you're told is too remove all of these foods, the foods you love to indulge in. Of course removing these high calorie foods, is going to significantly reduce your overall calories hopefully allowing you to lose weight.

But the problem we tend to see is that simply removing, "forever", the foods you love to eat only does one thing, it makes you want it even more, therefore making the diet plan unsustainable. However strong willed you are, eventually your willpower

will break, it might be a week it might be months, but eventually you will. This then creates the idea of failure. No matter how long you've been doing so well for, you've now failed and not achieved what you wanted. When clients feel like they've failed they tend to give up completely and the whole plan is forgotten.



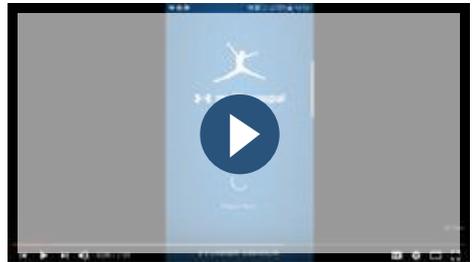
What we like to do is encourage some flexibility within your diet plan, once you know the amounts of calories/macros that we are going to be expecting you to eat, you can choose to fill those numbers with foods that you like, as long as the macronutrient numbers are achieved.

Let's take a look at a selection of the different groups of food you'll be considering.

Don't get us wrong, many people get completely the wrong idea and think that this means they can eat pizza and ice cream and achieve their goals, that is not going to happen. We encourage you to eat wholesome, nutritious fresh foods that will leave you feeling full and energised. You'll still need willpower and commitment to achieve your goals and avoid these high calorie foods most of the time

But what this method allows you to do is have a small amount of the foods you really love, indulge yourself a little, but remove the guilt that usually comes from eating these foods while dieting. This will ensure a long term commitment to the plan, avoiding the usual guilt that comes with food.

MyFitnessPal is an app used for diet tracking. We highly recommend you use the app to accurately record your macronutrient intake. Your coach will assist you with this and guide you with specific numbers and advice. For now it is well worth downloading the app and familiarising yourself with it. Take a look at our videos to help you get the most from MyFitnessPal, whilst making it efficient for day to day usage.



EXAMPLE FOOD CHOICES

Here are some examples of foods that you can include to fit your totals. We've added the macro-nutrient content per 100g (100ml for liquids).



Protein

Fatty				
Ingredient	Protein (g)	Carbohydrate	Fat (g)	Fibre (g)
Duck breast				
Meat only (raw)	20	0	4	0
Lamb	17	0	21	0
Beef rump (raw)	14	0	3.5	0
Whole eggs	12.5	0	11.2	0
Mackerel	19	0	14	0
Anchovy	20.3	0	4.8	0
Salmon	20	0	13	0
Pork steak*	18	0	10	0
Bacon*	25.9	0	15.3	0
Lean lamb mince	17.6	0	15.9	0

*Choose rarely due to inferior quality amino acid profile

Lean				
Ingredient	Protein (g)	Carbohydrate	Fat (g)	Fibre (g)
Whey isolate	89.3	3.6	1.1	0
Whey concentrate	78.4	6	6.8	0
Whey protein	78.2	10.8	5.1	0
Casein	72.7	10.6	2	0
Chicken breast	30	0	3.5	0
Egg whites	9.8	0	0	0
Tuna	23.5	0	0.6	0
Cottage cheese	10.9	3.3	0.9	0
Quark cheese	13.3	3.4	0.2	0
Prawns	20	0	1.72	0
Hake	14.1	0.7	0.7	0
Bass	17.7	0	2.3	0
Cod	16	0	0.5	0
Halibut	20.7	0	2.3	0
Turkey breast	22	0	7	0
Chicken thighs (skinless)	11.2	0	6.5	0
Venison	26	0.5	2.7	0
Lean steak mince	21.6	0.2	4	0
Lean turkey mince	25.6	1.5	7.3	0

Carbs				
Fruit and berries				
Ingredient	Protein (g)	Carbohydrate	Fat (g)	Fibre (g)
Melon	0.5	9	0.1	0.8
Blueberries	0.7	14.5	0.3	2.4
Blackberries	1.2	9.4	0.6	5
Raspberries	1.2	11.9	0.6	6.5
Strawberries	0.7	7.7	0.3	2
Apples	0.3	14	0.2	2.4
Pears	0.4	15	0.1	3.1
Plums	0.7	11	0.3	1.4
Nectarines	1.3	10.3	0	1.9
Papaya	0.6	11	0.3	1.9
Kiwi	0	10.6	0.5	0
Pumpkin	8	9.3	2	0
Grapes	0.7	18	0.2	0
Cherries	1	12	0.3	1.6
Mango	0.5	17	0.3	1.8
Pineapple	0.5	13	0.1	1.4
Bananas	1.1	23	0.3	2.6
Fruit juice (Example used Tropicana Orange juice)	0.5	9.2	0.1	0.1

Starches				
Ingredient	Protein (g)	Carbohydrate	Fat (g)	Fibre (g)
Rice cakes	11.1	77.8	0	0
Sweet potatoes	1.6	20	0	3
White rice (long-grain or Jasmine varieties)	8	77	1	1
White potatoes	1.7	16	0.1	2.4
Quinoa	14	64	6	1.5
Oats	11.1	61	7	11.9
Pasta	12	75	1.5	3
Rye Bread	10.5	49.1	1.8	3.5
Muesli	17.6	74.6	9.2	7.6
Low sugar granola	10	77.5	6.2	7.5
Rice noodles	7	78	0.9	0
Egg noodles	4.8	31	0.8	1.3

* Be aware of your own tolerance to gluten

Fats				
Ingredient	Protein (g)	Carbohydrate	Fat (g)	Fibre (g)
Coconut oil	0	0	100	0
Double cream	1.7	2.6	48	0
Butter	0.6	0.6	81.4	0
Nut butter	20.9	16.7	67.2	2
Extra-virgin olive oil	0	0	100	0
Avocados	2	8.5	14.7	6.7
Avocado oil	0	0	100	0
Fish oil	0	0	100	0
Dark chocolate (70%+)	7.6	33.6	42.4	11.6
Coconut milk	1.6	3.6	17	
Brazil Nuts	14	12	66	8
Nut oils	0	0	92.7	0
Flax seeds	10.1	13.5	20.3	13.5
Pumpkin seeds	26.7	6.7	43.3	0
Cashew nuts	17.9	32.1	42.9	3.6
Pecan nuts	10.7	14.3	71.4	7.1
Hazelnuts	15	16.7	60.7	9.7
Flax seed oil	0	0	94.7	0
Low fat cream cheese	8.3	3.3	11.7	0
Cheddar	7.1	64.3	21.4	7.1
Part Skimmed milk ricotta	8.5	6.8	7.6	0
Feta	16.4	0.4	22.5	0
Gouda	25	0	32.1	0
Mozzarella	28.8	1.6	30.4	0

Additions:

It goes without saying that we don't want you to get bored! Here is a list of additions you could consider that will have little effect on your calorie intake when adding them to dishes. Feel free to add up to 30g of two or three each time you cook.

Salt and Pepper	Parsley	Lime
Basil	Dill	Lemon
Oregano	Ginger	Paprika
Thyme	Garlic	Curry Powder
Rosemary	Turmeric	Garam Masala
Mint	Chili	Spice Blends

PLANNING AND PREP

We advise a little bit of forward planning in order to maximise your success. Planning and preparation takes a the stress out of nutrition. Having your week on paper or plugged into Myfitnesspal will act as a guide. This allows you to avoid those last minute shops and panic buying food you're not sure you need.

Preparing food in advance is necessary if you are unable to get the optimal intake at the optimal time around your working schedule. If you are able to make or buy food that fits your plan perfectly then you can skip this step.

For the majority of us however this is where the battle is won or lost.

Food preparation can be a confusing task if you are not used to doing it, however with a little planning and organisation you can set yourself up for a successful week ahead full of productivity, energy and ultimately success in putting good nutritional habits into action. In addition to this, a little forward thinking can take the load off throughout the week when it comes to your meals.

So here are our 5 prepping principles to get ahead of the game and stay on track with nutrition:

- 1** Plan which day(s) you will go shopping. This is an important one, if you don't have any food, you'll not have much fun cooking it!
- 2** Pick a day(s) when you will prepare food and meals for the week ahead. Writing food prep into your schedule over the weekend or during the week gives you a set time to get set for the coming days. A good place to start is a Sunday afternoon as it tends to be a time where most of us have some time on our hands, but whatever day works best for you is the one to go for.
- 3** Plan your meals. They don't need to be Michelin star. Use the meal planner in the Tool for Success section to get organised.

4 Slow cookers are one of the best investments you can make in your kitchen. Slow cookers take cooking in bulk to the next level of easy. Here's a super simple formula to make delicious stews in a slow cooker. Step 1. Chop up your selected protein e.g. chicken thighs, into medium size chunks. Step 2. Chop up a load of your favourite vegetables e.g. carrots, turnips, parsnips, onions, sweet potato. Step 3. Throw it all into your slow cooker with stock to cover all your ingredients.

Step 4. Season with salt, pepper, herbs, tomato puree, spices, garlic, ginger, (seasonings in general). Step 5. Put it on low, forget about it for 8 hours. Optional Step 6. Add frozen veg, tinned beans and leafy herbs in the last 30 mins of cooking to thaw out in time for it to be ready e.g. peas, green beans, corn, cauliflower, kidney beans, basil, coriander, lime/lemon juice. Invest in one, you'll thank yourself for it!

5 Buy tubs/Tupperware to store it all in your fridge. You have two options: Big tubs to bulk store: proteins, vegetables, starches and fats. Distribute from big tubs each day into a tub for breakfast/lunch. Or buy smaller tubs, make up meals for the next 3/4 days and have them ready to go.



Section three - Training

STRENGTH TRAINING PRINCIPLES

We may be preaching to the converted here, but just give us 5 minutes to indulge ourselves in the benefits of strength training, just in case anyone ever questions your training programme or your exercise selection in the gym. Here's 300 wise words about the benefit of lifting heavy weights to preach to family, friends, work colleagues, basically anyone that will listen.

Strength training provides a fundamental building block to any strong, athletic, and lean physique. It is the first step, and cannot be skipped, being strong allows for lean muscle gain (think A/ perform better in life B/ look better naked).

It is not just for bodybuilders. Let's get that 100% crystal clear.

It is not training "arms" for a whole hour, followed by "chest" in the next session.

Strength training or Resistance training could be defined as a type of exercise in which a resistance is applied to create muscular contraction in order to improve strength, muscle size, muscular endurance, and/or joint function.

It is effective at building powerful athletes as well as to rehabilitate stroke victims.

Its application is huge, the research for its application is incredible, and it should absolutely play an integral role in everyone's health and fitness routine.

The benefits of strength training unlocks potential in everyone, we guarantee it's results, and I've personally seen effective strength programmes change lives.

What Strength training will do for you:

- Increase metabolism, burning more calories whilst resting
- Burn body fat
- Increase bone strength (osteoporosis)
- Look better naked
- Makes life easier - No more struggling with the shopping, dragging that Hoover up the stairs. You'll look for strenuous tasks to show off your new found STRONG
- Reduce injury risk - A strong body is going to cope with demands more effectively you play sport



- Improve posture and muscular balance
- Better flexibility and mobility
- Psychological benefits - confidence, reduces depression
- Easier to gain muscle mass and burn body fat increased via increased work capacity

What it definitely won't do:

- Won't give you bulky and stiff muscles (you won't become Arnie overnight)
- Negatively affect your temperament (make you moody)
- Stunt your growth
- Slow you down (if you're a runner). You'll actually get faster!



Section four - Training

WHAT IS HYPERTROPHY?

You may be wondering, what exactly is hypertrophy?

We're talking about the same thing Arnold and the guys at Golds Gym would talk about back in the day and that is growing muscle. Hypertrophy specific training is designed to increase cross sectional muscle mass.

Hypertrophy forms an important part of everyone's training at some point, and the reasons why are threefold: muscle mass, tensile strength (strength through the joint) and aesthetic purposes.

We believe in helping our clients feel comfortable in their own skin and often that means building some muscle. What it also means is their potential to develop other qualities is much greater also.

Before we get into this, we'll give you a few key terms that we'll be using:

- Glycogen: a substance deposited in bodily tissues as a store of carbohydrates
- Amino acids: the building blocks from which protein is assembled
- CNS: central nervous system
- Load: the weight you use for exercises e.g. 80kg
- Mechanical Overload: eliciting slightly more stress, in some form, on a muscle/ muscle group than the previously in training.

So how do you grow like a boss?

It comes down to stimulating mechanical overload, without causing too much fatigue and without using too much glycogen. All too often, energy is wasted on needless reps and sets. Mechanical overload is optimally achieved through smart programming and hard training. Simple as.

We want you to stimulate growth and have the glycogen and amino acids available to be able to build muscle!

Think of this like a race car and changing gears. You don't want to spend too much time below that sweet spot where changing gears is seamless. You're wasting fuel for no result on the board. You also don't want to redline, because your engine will burn out and the mechanics (physio) will have to come and sort it out.

Quick recap...

- Too much time spent on endless reps= glycogen depletion with little usage for muscle growth.
- Too much time spent on redlining=CNS fatigue.
- In short, you want to mechanically overload your muscles without unnecessary glycogen usage.
- We want you to finish the race and be able to do a lap of honour.

Finding the sweet spot:

What does all of this look like then, in training? Here are the key aspects of hypertrophy when it comes to training: load, volume, overload and recovery.

Training Load:

The weight you use will have an effect on what kind of adaptations you will cause.

Here, we can define optimal load as somewhere between 75-85% of your 1RM, or 7.5-8.5 on the RPE scale

Every time you lift a weight, you will lose around 2.5% of your capacity for strength, so if you start below 75% you can see that it will take a few reps to hit that sweet spot. This, however, is not a bad thing for those new to lifting weights as they will need to practice technique before load.

To summarise: those who have lifted for longer can handle greater loads and thus rep ranges towards the lower end as well as the higher and those who are new to lifting will need to stay closer to the higher end until their technique and strength improve and increase.

Training Volume:

Volume (sets x reps) refers to the amount of weight lifted x reps completed x sets completed.

For example, you may complete the following in your training:

**BENCH PRESS @
70kg x 5 reps x 5 sets.**

70kg x 5 reps = 350kg

**350kg x 5 sets = 1750kg
TRAINING VOLUME**

For effective hypertrophy adaptations, volume must be used wisely. The most important thing to remember here is a quote from Christian Thibaudeau "treat every rep like the only rep you will do that day".

How much you lift and how many reps you lift it for are important, but they don't mean much if you aren't moving with quality.

To summarise: stay smart, leave your ego at the door. Every rep is an event in itself.



Progressive Overload:

When hypertrophy is a main training goal, overload is essential. What do we mean when we say overload?

What this means is moving more weight, doing more sets or reps with the same weight, spending more time under tension (moving weight), taking less rest and training with more frequency. If you want to keep building muscle then you need to achieve overload in some form.

This doesn't mean that you need to achieve overload in ALL of these ways to progress. The most efficient way to see how your body is responding to training for hypertrophy is to change limited variables, one or two at a time, then record the results in the form of a photo/body fat/muscle mass.



To summarise: you don't get better at reading by reading the same sentence over and over again. You won't grow unless you progressively overload your body.

Recovery:

You can only train as hard as you can recover. The harder you train, the more time you will need to commit to recovering from training.

What do we mean when we say recovering? Sleeping 8 hours a night, drinking enough water each day to stay hydrated, eating enough food and making sure you are moving well.

To summarise: train hard, recover harder.



Section five - Training

ENERGY SYSTEMS

When we exercise we use up more “fuel”. Fuel for workouts can come from the food we eat and also the food we have digested and have stored in various forms and in various places in the body. For example when we eat rice (a carbohydrate) we can store it within the muscle as glycogen (stored carbohydrate)

We have three energy systems, which interact with each other to supply us with energy for the daily function of our bodies and minds and also to workout.

Every cell in our body runs on something called ATP and all energy we use or produce is supplied as ATP.

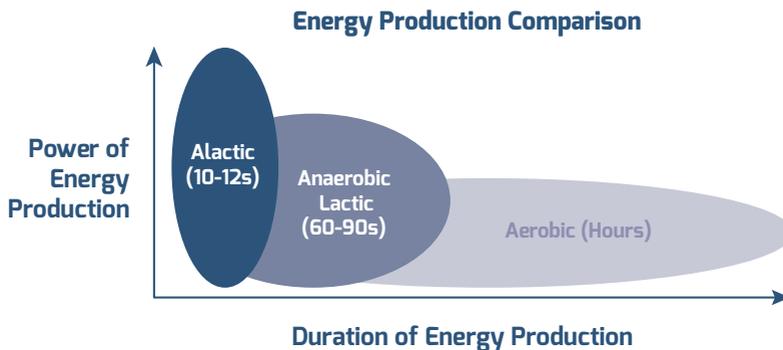
The goal of our energy systems is to match

energy production with energy output so that homeostasis is maintained.

When energy output goes up our production of ATP goes up to cope with the demand.

Where fatigue occurs is when our production of ATP can no longer cope with the demands placed upon it though exercise.

Here are the three energy systems:



To the left of the graph is your alactic system. If you were to stand up out of your chair and run as fast as you can right now this is the energy system you would use.

The alactic system can supply energy very quickly although its capacity is very small in that it can supply energy for around 10-12 seconds.

In the middle of the graph is your anaerobic lactic system. This can supply energy quickly (although not at the same rate as your alactic system) and for a more sustained period (60-90 seconds) than your alactic system.

Along the bottom and to the right is your aerobic system which can supply energy at moderate and low intensities for very long periods of time. Athletes in ultra endurance events have completed events lasting 26hrs which gives you some idea of the capacity of this system. Unlike your other energy systems your aerobic system supplies ATP in the presence of oxygen.

Why train your energy systems?:

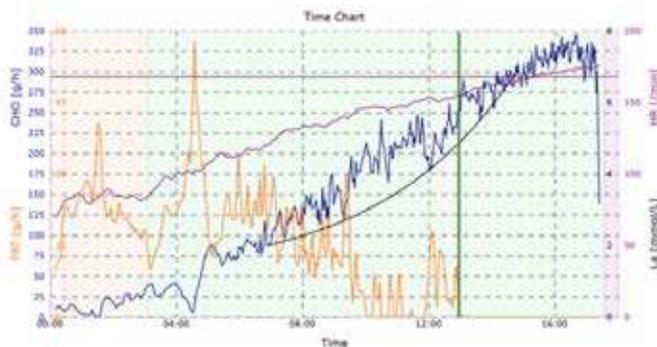
Here are some of the reasons our coaches may advise some energy system training:

- Increased feeling of wellbeing and feeling more “energized”
- So you can be successful in your sport or endurance event
- Improved body composition and fat loss
- Improved cardiac health
- To help you recover from weight training

One question we get asked a lot is “which type of energy system training is best for fat loss?”

You may have heard that high intensity interval training is best for fat loss but then whenever you step on a piece of cardio equipment at the gym they label the “fat burning zone” at quite a low intensity.

To explain this, take a look at this graph, which shows a client on a bike with a gas mask collecting expired air.



On the right hand axis is heart rate in BPM (beats per minute). The pink line on the graph is my heart rate, which starts at around 60, beats per minute and builds to around 180 BPM.

The orange line on the graph shows how much fat I am using as fuel and the blue line how much carbohydrate.

As you can see at a lower heart rates (low intensity) I am using a greater amount of fat than carbohydrate. At around 120 BPM you can see a crossover where I change from using fat as my main fuel source to using mostly carbohydrate and at around 150BPM I stop using fat entirely and use only carbohydrate.

So, does this mean fat loss is best achieved at low intensity?

Not exactly. Whilst we use a greater percentage of fat at low intensity; when we perform high intensity training both our heart rate and respiratory rate is increased for the following 24 hrs. This is called exercise post oxygen consumption or (EPOC) and is measured by something called your respiratory quotient (RQ)

Low intensity cardio, high intensity interval training and weight training all show similar RQ so each will have a similar effect on total fat burning.

Where weight training and high intensity training may have the edge on low intensity training when it comes to changing your body composition. This is because of their effect on your genes, hormones and how you often have to recruit more muscle tissue to perform them.

Key point: You can use all types of exercise to lose body fat but in order to get that lean muscle look that most of us want, and also to optimise our health and performance we need to blend all three types of exercise into our program.



Section six - Training

TRAINING FOR FAT LOSS... FAST

When you're training for fat loss there is a certain way you can expect your sessions to be set up and how they'll feel while completing them.

Here's a quick guide on what to expect.

- Minimal rest between sets and exercises, we want to keep you moving as much as possible. No time for checking facebook in between work.
- Often you can expect supersets of exercises, which basically means moving from one exercise directly to another.
- Some days may have a cardiovascular element at the end of a weights session or as the focus of the session.
- Intervals training, is a method of cardiovascular training where we use high intensity work followed by a period of rest. They need to be done with maximum effort throughout to ensure effectiveness.
- Reasonably high rep ranges for the most part and trying to push through to hit your rep ranges with every set, the last 3 reps or so should be feeling pretty tough.
- Most of all we want you leaving sessions as though you've really worked hard. Getting a sweat on and feeling proud of the level of effort you've put in.



Section seven - Nutrition

SUPPLEMENTS

Supplements are just that, SUPPLEMENTAL to an already solid diet.

Your coach may advise a supplement to help assist you reach your goals. For example, if you struggle to reach protein targets, your coach may advise you to use whey protein. It is important to understand no supplement is going to guarantee success, there are no magic shortcuts to muscle gain or fat loss. No matter what the supplement company tells you, effective supplements are few and far between.

We understand the *WHY* of taking supplements by reviewing the body of research, and will only recommend them when necessary. Below is a summary of supplements that we may advise

Fish oils:

A good quality fish oil has many roles to play in the diet.

Fish oil is the term used to refer to the two kinds of omega-3 fatty acids: EPA and DHA. Fish oil provides a variety of benefits when supplemented, particularly when the ratio of omega-3 and omega-6 fatty acids (from meat, eggs and the like) in the body is almost equal.

Fish oil can help to facilitate the use of fat as a fuel source for exercise as well as increase muscle mass although typically in periods of high muscle breakdown like a high training volume or injury.

Vitamin D:

Vitamin D is one of the 24 micronutrients critical for human survival. The sun is the major natural source of the nutrient, but vitamin D is also found naturally in fish and eggs.

Supplemental vitamin D is associated with a wide range of benefits, including increased Cognition, immune health, bone health and well-being and can increase testosterone in those with lower starting levels.

Most people are not deficient in vitamin D, but they do not have an optimal level of vitamin D either. Consider that if you are relying on the sun's rays to get your vitamin D you need a minimum UV index of 3 which is only possible year round if you live at the equator! So, including vitamin D in the diet and in your daily supplements is a good idea.

Whey protein:

Whey is used as a protein supplement. It is very useful for hitting targeted daily protein goals. Whey is absorbed faster than other forms of protein, which means it also increases muscle protein synthesis

Whey has also been claimed to increase fat loss, whilst this is partially true this is a function of having a greater amount of total daily protein rather than the whey itself.

Whether your goal is fat loss, to increase

strength, recover from endurance training or build muscle, whey can be a valuable tool in your arsenal.

Leucine:

There are 21 amino acids (you can think of amino acids as the building blocks of protein and remember muscle is also protein) 11 are so called non essential or conditionally essential amino acids because our body can synthesise them. There are nine amino acids that are called essential because it is essential that you get these from the diet.

Three of the nine are called branch chain amino acids so called due to their molecular structure. Branch chain amino acids or BCAA activate the protein mTor which then stimulates the build of new muscle.

So you could say that leucine can help the immediate anabolic (building up) response post exercise but there is no evidence it is superior to a complete protein like whey protein.

BCAA:

In the same way as leucine, BCAA can stimulate mTor which remember "switches on" the building of new muscle. There are three amino acids that form BCAA including Leucine but the other two amino acids have less effect on mTor.

Creatine:

Your starting concentration of creatine appears to be important in how effective creatine supplementation is. One study showed a decrease in urine volume within 3-4 days before urine volume returned to normal. So it appears that in the first few days muscle absorbs more water. There are also studies that show an increase in strength through using creatine which would indicate that both the fluid within the muscle as well as the contractile tissue (the stuff that does the work) are increased. Make no mistake creatine has robust evidence to say that it will help you increase muscle mass, strength and often fitness.

Casein protein:

Separating the Curds and whey from milk. Whey protein is the water soluble part of milk; the "whey" and casein is the "curds". If you want to increase muscle mass a late night feeding of casein has shown a positive effect. There is no evidence however to suggest the same feeding coming from whey or whole food wouldn't have a similar effect though so you might want to consider this before buying loads of different varieties of protein.

Carbohydrate:

Your coach may advise carbohydrate supplements such as Dextrose or Maltodextrin, if you struggle to hit your daily carbohydrate targets. If you are trying to gain mass or if you are involved in sports or events that last longer than 60 minutes. Whilst all of us store around 300g of carbohydrate in our muscles only around 70g can be used to fuel high intensity exercise.

Probiotics:

We have 100 trillion microbial cells on/ in the body or 10 times the number of human cells and we can also claim over 500 different species in the intestine.

A common misconception about probiotics is that they are "one supplement"

There are several different types of Probiotics and they are classified based on group, genus, species and strain.

Our gut microbiota relies on the existence of a relative balance known as symbiosis between species that compete with each other and the supplementation of probiotics is undertaken in order to attempt to correct any imbalance.

Probiotics have been shown to improve a range of health disorders such as depression, disorders associated with the skin and gastrointestinal problems due to travel.

Whilst a multi strain probiotic can be taken for general health if you are considering taking a probiotic to deal with a specific problem you will need the correct strain with in the right number of active units and advice on this, sadly is beyond the scope of this ebook so please contact your local dietician.



Section eight

YOUR MINDSET

Start by identifying what's important to you. There is a comprehensive list of questions to ask yourself here and I'd recommend you read through them at some point in the next few days. For now though I'll share some of the most important questions to ask yourself before setting up your new schedule:

1 Important questions.

- What is most important to you?
- Why is that important to you?
- What are your three highest values?
- What 3 activities will every week include?

2 Get clear on your goal.

- What does it look like?
- What does it feel like?
- What is life like when you reach your goal?
- How will you know when you have reached it?

3 Anticipate what might go wrong and make a plan to fix problems before they occur.

- Who else needs to know about your goal?
- Will your friends, work colleagues and family support your new lifestyle?
- Are there any commitments you have that aren't conducive to achieving the goals you have?
- How will you accommodate your new goals into your life taking into account the points mentioned above?

4 Commitments

- What 3 -5 important activities will every day include?
- When will you shop for food?
- When will you prepare food?
- When will you train?

So by now you have a clear image of your goals, you know why they are important to you and you know what daily and weekly commitments you have to stick to make it happen!

The last piece of the puzzle is to put in some key performance indicators (KPI's). The help you and your coach to establish how well the plan is working and make some changes if necessary.

Here is an example:

Imagine you wanted to lose 6 Kilograms in 3 months. Your plan may look like this:

GOAL

- I want to hit 92kg.
- When I achieve this I will feel lighter, healthier and more confident.
- I will be able to do more of the things I enjoy because I'll have more energy.

KPI's

- 96kg by March 1st
- Attend the gym and complete programme **4 times per week.**
- Get within 10% of daily macronutrient targets.

Daily/weekly process goals

1. Shop on Sunday and Thursday
2. Prepare food on Sunday and Thursday
3. Train on Monday, Wednesday, and Friday
4. Organise Dinner out with friends to avoid getting blind drunk

Whilst it's important to identify your goal clearly, focussing only on your outcome or factors outside of your control is a waste of energy. If you focus on the things you can do daily and weekly and listen to the feedback of your coach you'll reach your goal.



Section nine

TOOLS FOR SUCCESS

List of items needed to be successful:

Kitchen Scales



Slow Cooker



MyFitnessPal App*



Tupperware



Water Bottle for Work



Protein Shaker



* MyFitnessPal App available in:



Print out this Meal Planner and stick it on your fridge. It is an excellent way of organising your weeks meals.

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Meal 1							
Meal 2							
Meal 3							
Snack 1							
Snack 2							

Section ten

WRAP UP AND GET STARTED

When opting in for the Storm Online coaching system, you've bought into expertise and experience. Someone to help you overcome challenges and guide you to a new level of success.

It is for that reason we've kept this manual to the point, and easy to digest. We want you up and running on your new programme, and nutritional plan asap.

This guide is yours to keep and refer to throughout your coaching, and your coach "check-in" is an opportunity to ask questions and get any support not covered in the guide or FAQ page. The FAQ page will provide answers to a huge amount of questions that get asked by clients, so go there at anytime you need an answer fast.

Your questions answered

<http://www.storm-fitness.com/frequently-asked-questions-client/>

That's it from us, you're ready to get started!

Your Storm Online programme will be sent to you within 7 DAYS of receiving your GET COACHED consultation form which you will have done upon being accepted.

Section eleven

KEY TERMS...

Throughout this manual and in your programme, you will find terminology that may be a little alien to you right now. We've tried to write this so anyone can understand and apply the information. But from time to time we will use exercise and nutrition related terms that you may need explaining, refer to this section whenever you're unsure and all will be clear.

Spot: Providing assistance to or having assistance provided to you when lifting.

Lock out: Extending a joint to its fullest extended range.

Compound lifts: Exercise that use a large cross section of muscles for example squat, deadlift and press.

Exercise Selection: The exercises selected as part of your training programme will be displayed with a letter, and perhaps a number also if it is part of a super/giant set or a circuit. For example A1. Barbell Back Squat A2. Hamstring Curl

Repetition (rep): The number of times you lift and lower a weight in one set of an exercise. For example, if you lift and lower a weight 5 times before setting the weight down, you have completed 5 "reps" in one set.



Set: Group of reps of an exercise after which you take a rest period. For example, if you complete 5 reps, put the weight down, complete 5 more reps, put the weight down again, and repeat for 5 more reps, you have completed 3 sets of the exercise.

Set and Rep prescription: In your training programme we will be giving you a set number of both sets and reps for each exercise. These will be displayed in separate columns and you will be given the space to fill out the weights you used for each set. From time to time you'll be given a "rep range" this means complete as many technically good reps within this range of reps. This allows a little autonomy to make sure you're getting a good intensity for each set.

Rest: It's important to rest between sets. Typically sets with heavier work will require longer rest to make sure you can maintain proper technique. Its equally important to be strict with rest if the goal of the session is to keep your heart rate up and focus on aerobic conditioning for example.

RPE Rate of perceived exertion:

This is what we will use to direct you towards how the weight should feel. In this case a 1 is the least intense and 10 is the most intense. An example of how to gauge this is as follows:

Here is a guide to the RPE scale;

@10: Maximal, you couldn't complete any more reps.

@9: The last rep is a grind but you could still lift one more rep.

@8: The weight isn't an absolute struggle but you are not able to keep a high bar speed. You could get another 2-3 reps at a push.

@7: The weight is only moderately challenging though you can feel resistance through range.

@6: Light weight.

@5: Most warm-up weights.

@1-4: Not even an issue. Like a walk in the park.

EMOM: Every minute on the minute. With this you will perform a set number of reps every time the clock passes 60 seconds. Your rest is however long is left after the reps are completed. It will be presented as 'EMOM' and a number which represents how many minutes it will last for.

AMAP: As many as possible. This is a set where you will perform as many reps as possible before technique starts to break down. It's important that you leave your ego at the door with these and only use good technique. The goal is mechanical (muscular and nervous system) overload, not joint overload!

Coaching notes: In this section of your programme, we will give you notes on how the exercise should be performed. This could be coaching cues such as 'screw your feet into the ground, drive your hips back, push the floor away from you' or perhaps directions on how the exercise should be performed such as 'EMOM- even minutes 15x goblet squat, odd minutes 10x press up'.

Recording weights used: When working through your training programme, its really important that you record your weights used. If you don't track your workouts, we can't see if your moving in the right direction, so you can do this while your going through the session or following it. As long as its all filled out we can make proper adjustments and keep you moving in the right direction.

Feedback: When it comes to training, it is also important to feedback to your coach how you think the sessions have been going, so its worth taking a note of this as you go along.

HOW TO READ your training programme:

WATCH THE VIDEO HERE

