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City Fitness Sarasota – Comprehensive Health & Performance Experience

(Extended Program Description)

At City Fitness Sarasota, we provide full-spectrum health, training, and wellness support, including personalized nutrition and fitness coaching to optimize your overall performance. We offer both in-house and online coaching programs tailored to your needs. Our in-house coaching packages—Basic, Essentials, Pro, and Elite—unlock varying levels of services, from foundational guidance to elite-level training. For flexible online coaching, choose from tiers like Foundation Level, Strength Builder, High-Performance, or Premier Level, designed to elevate your fitness journey wherever you are.

Bio of Ryan Clark

Ryan Clark is a nationally competitive bodybuilder, elite personal trainer, and Harvard-certified Nutrition & Wellness Coach with over 20 years of experience in fitness and health transformation. A former Mr. Universe competitor (Birmingham, England, 2016), Ryan has dedicated his career to helping clients achieve peak performance through evidence-based training, advanced nutrition, and sustainable wellness practices.

Ryan holds a B.S. in Psychology, with certifications from ACE, the National Strength & Conditioning Association, and multiple certifications at Harvard Medical School (including Nutrition & Wellness, Designing a Sustainable Meal Plan, and Nutrition Coaching). He offers a unique combination of real-world competitive experience, psychological insight, and evidence-based expertise. His mission is to help clients not only achieve their physique goals but also unlock long-term health, balance, and vitality through training, nutrition, and science-driven wellness.

As the owner of City Fitness Sarasota and Universal Wellness Concepts, Ryan works with competitive bodybuilders, Olympic athletes, and everyday clients alike. His philosophy blends science-driven nutrition, cutting-edge recovery methods, and a holistic mind-body approach to deliver lasting results.

From stage preparation to lifestyle transformations, Ryan's mission is simple: to provide personalized coaching that empowers clients to build strength, optimize health, and sustain wellness for life.

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Registration # HS7623

CFS004RevNC



1. Training & Coaching Modalities

- **Era Fit App & Digital Platform:** Personalized workout programs, progress tracking, video demonstrations, macro tracking, real time support and adaptive updates – all in one app.
 - **Online Coaching:** Virtual check-ins, feedback via video or chat, training and nutrition adjustments based on progress and diagnostics.
 - **In-Studio Coaching:** On-site support at our fitness facility, including technique monitoring, motivation, and real-time guidance.
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2. Nutrition & Supplement Guidance

- **Nutrition Planning:** Guidance on what to eat, when, and how much, aligned with your training and recovery phases.
 - **Supplement Support:** Professional recommendations for supplement use tailored to your goals and health profile.
 - **Integrated Approach:** Synchronizing training, nutrition, and recovery for maximum results and sustainable lifestyle changes.
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3. Diagnostics & Monitoring

- **Bloodwork & Biomarker Analysis:** Comprehensive lab testing (e.g., hormones, nutrients, inflammation markers) to identify optimization potential.
 - **Body Composition & Smart Tools:** Advanced scales and diagnostic devices measuring fat, muscle, hydration, and body segment distribution for precise progress tracking.
 - **Extended Monitoring:** Additional tools and digital metrics to accelerate results through data-driven training and recovery strategies.
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4. Specialized Modules & Extended Options

- **Peptide & Hormonal Therapy Options:** Offered in collaboration with trusted partners to support regeneration, hormone balance, and performance.
 - **Wellness & Health Coaching:** Comprehensive support covering sleep, stress management, recovery, and overall vitality strategies.
 - **Stem Cells & Exosomes:** information in house Universal Wellness Concepts
 - **Performance IV:** information in house Universal Wellness Concepts
 - **Post Recovery IV:** information in house Universal Wellness Concepts
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5. Package Structure: Basic, Essentials, Pro, Elite

I. Basic Coaching Program

Price: For current pricing, please refer to Document CFS-006: Price List Overview

(One Time only)

What's Included:

- Custom training program (home or gym-based)
- Custom meal plan aligned to your calories and macros

Who It's For:

A one-time customized program for independent clients



II. Essentials Coaching Program

Price: For current pricing, please refer to Document CFS-006: Price List Overview

What's Included:

- Custom Training Plan — tailored to your goals, fitness level, and equipment (home or gym).
- Custom Nutrition Plan — personalized macros and meal plan designed to match your calorie target.
- Bi-Weekly Check-Ins — progress reviews every two weeks via email or in-app, with feedback and plan updates as needed.
- In-App Messaging Access — ask questions, share progress, and receive support between check-ins.
- Supplement & Lifestyle Recommendations — guidance on performance, recovery, and wellness essentials.
- Bi weekly Check-ins

Who It's For?

The Essential Coaching Program is the foundation guidance, structure, and results at an accessible rate. Ideal for clients who want expert direction and accountability without the need for weekly Zoom calls or full concierge access.

III. Pro Coaching Program

Price: For current pricing, please refer to Document CFS-006: Price List Overview

(weekly)

What's Included:

- Personalized training split + custom macro plan and tweaks
- Weekly email or video check-in & your full training & nutrition system with weekly accountability
- Ongoing plan adjustments every 2-4 weeks.
- Messaging access for questions or form feedback
- Supplement & recovery guidance
- Habit Coaching

Who It's For:

Perfect for busy professionals or beginners who want structure, expert guidance, and accountability without weekly coaching.

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IV. Elite Coaching Program

Price: For current pricing, please refer to Document CFS-006: Price List Overview

→ 1st Class Priority Status

What's Included:

- Fully Customized Training Program — tailored to your physique goals, gym access, recovery level, and schedule.
- Precision Nutrition Coaching — individualized macro targets, custom meal plans, and ongoing nutritional adjustments.
- Weekly 1:1 Check-Ins via video or voice — detailed feedback on progress, strength trends, and physique updates.
- Direct Messaging Access — personal communication channel for ongoing guidance and accountability.
- Supplement & Recovery Optimization — science-based recommendations for maximizing performance and recovery.
- Lifestyle Integration — sleep, stress, hydration, and habit coaching to optimize overall wellness.

Who It's For:

- Executives, athletes, and physique clients who want hands-on coaching without concierge-level medical integration

6. Client Acknowledgment & Initials

By initialing below, you confirm that you have reviewed and understood the Comprehensive Health & Performance Experience (Extended Program Description), including references to Document **CFS-006: Price List Overview** for pricing, Document **CFS-003: Waiver**, and Document **CFS-005: 12 Weeks Waiver** for promotional programs, all forming an integral part of the Agreement under Florida law.

Acknowledged and understood: _____ (Member's Initials)