



# 12 WEEKS MUSCLE BUILD OVERLOAD

BEGINNER, INTERMEDIATE, ADVANCED



## WELCOME

ARE YOU READY TO BUILD SOME SERIOUS MUSCLE WHILST DROPPING THE FAT?

THEN THATS WHAT WE WILL DO!!

IT ALWAYS MEANS SO MUCH TO ME WHEN MEN AND WOMEN REACH OUT, ENTRUSTING ME WITH THEIR HEALTH AND FITNESS GOALS. WHETHER YOU ARE LOOKING TO LOSE UNWANTED BODY FAT, COMPLETELY TRANSFORM YOUR PHYSIQUE OR GAIN SOME MUSCLE MASS, I'LL ALWAYS GIVE 100% IN SUPPORTING YOU ALONG YOUR JOURNEY.

All I ask in return is that you give it your all, and that you're open and honest with me. We're all human, but if I don't know about it, I can't give you the appropriate guidance.

Honesty is always the best policy.



# SET UP CHECKLIST

## WEIGHING SCALES

It's important that we track your scale weight as a means of monitoring your progress. here are a few things we should try to do to keep things as accurate as possible:

-Weigh first thing in a morning, after using the toilet (if possible) before eating / drinking.

Try weigh yourself at a similar time every morning if possible.

Weigh 3 times per week so we can track the average as oppose to fluctuations.

Scale fluctuations are normal, so don't worry.

Here are a few reasons why fluctuations can occur:

- Time of weigh in
- Time of last meal
- You haven't been to the toilet
- Water intake
- Amount of fibre in the diet
- Stress/Sleep





# SET UP CHECKLIST

## FOOD WEIGHING SCALES

It's important that we track your food intake to ensure we're being as accurate as we can be. Tracking gives us an understanding of portion control and helps us to ensure we're hitting our macronutrient and micronutrient goals. Don't worry, you don't have to track for the rest of your life but it's a great tool to ensure you're not spinning your wheels.

Here are a few things we should try to do to keep things as accurate as possible:

Weight all foods uncooked

If your using MyFitnessPal to track, make sure food inputs are uncooked weight as opposed to cooked weight to keep things consistent or even better, use the barcode function.



## STEP TRACKER

We use step/activity data to track our energy expenditure on a day to day basis. Your daily step count should be recorded on your tracker at the end of each day. Daily steps will help keep the calories in check without burning too much muscle by doing countless hours of cardio!

If you don't currently have a step tracker, don't worry. There are plenty reasonably priced trackers which can be found on amazon for around £20.

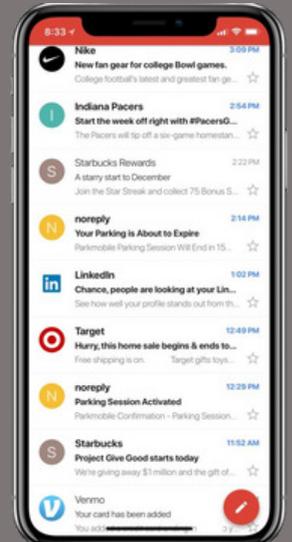




# SET UP CHECKLIST

## GMAIL ACCOUNT

In order to access your online coaching sheets you will need a Gmail account. If you don't already have one please create one and send that across at your earliest convenience.



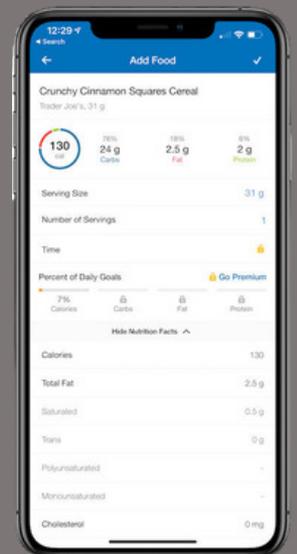
## MYFITNESSPAL

Download MyFitnessPal on your phone from the APP store.

MyFitnessPal is a great tool for adopting a more flexible approach to your nutrition. Remember to make sure food inputs are uncooked weight as opposed to cooked weight to keep things consistent or even better, use the barcode function.

All liquid calories and snacks should be tracked.

Daily total calories and macros should be recorded on your google sheets tracker.





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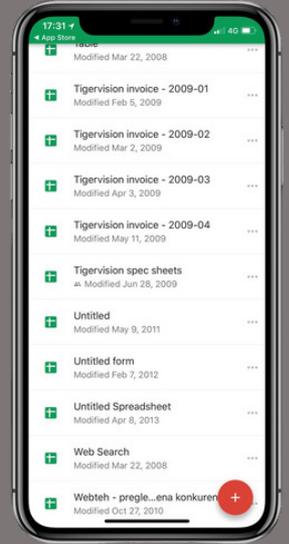
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# SET UP CHECKLIST

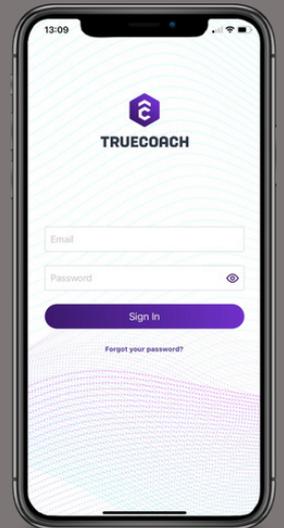
## GOOGLE SHEETS

Download Google Sheets on your phone from the app store. This will enable you to access your coaching sheets and input data easily.



## TRUE COACH

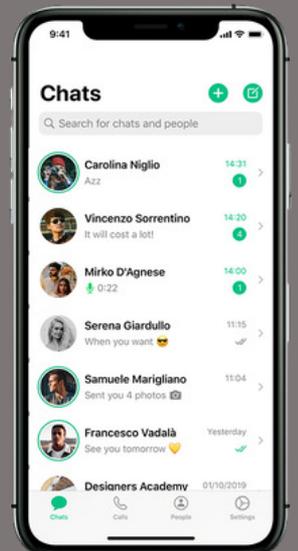
Download True Coach on your phone from the app store. This will enable you to access your training programming.



## WHATSAPP

Download WhatsApp on your phone from the APP store. This will enable us to communicate on your check in day. You can also contact me for any burning questions you may have outside of check ins between the following hours.

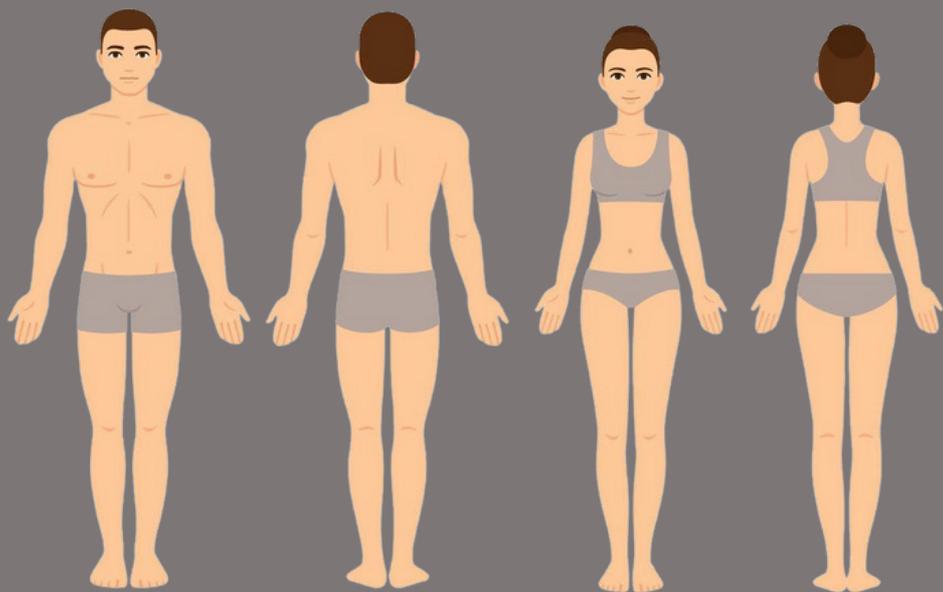
Monday-Friday 8AM-8PM  
Saturday 8AM-4PM



## CHECKING IN

Your designated check in day can be found on the client hub tab of your google sheets documents. Please ensure your tracker is complete and up-to date on the day of your check in, this enables us to accurately review your week and make any necessary changes. You have the option to submit your weekly feedback by text format or through WhatsApp via voice note as set out on the check in tab.

Please send over your progress photos over on WhatsApp (relaxed front, side and back). The photos should be taken fasted, before any food or drink. Please try to keep poses, photo location and lighting consistent throughout your check ins to ensure accuracy. Wear something you feel comfortable in but avoid clothing which hides away your physique. Underwear or light gym wear is fine.

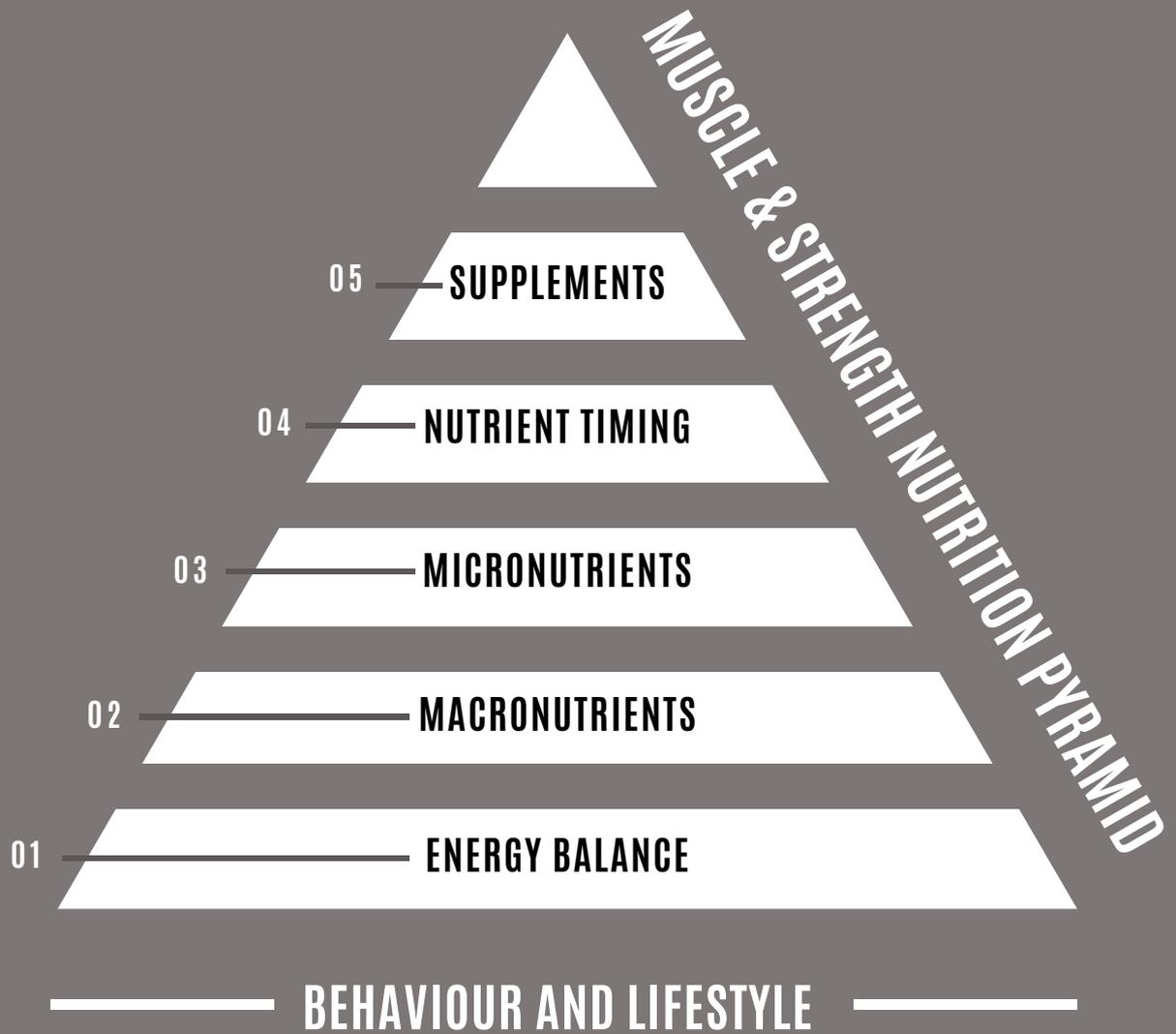


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# ORDER OF IMPORTANCE



WHILST ON YOUR PROGRAMMING YOU WILL HAVE TARGETS TO HIT FOR CALORIES, PROTEIN, CARBS AND FATS, FOR THE MOST PART IT'S ONLY PROTEIN AND CALORIES WE ARE WORRIED ABOUT BEING SUPER ACCURATE WITH.

If your carbs are over and fats under, or vice versa, that's fine so long as **calorie and protein** targets are met!



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# ENERGY BALANCE

## CALORIES IN VS CALORIES OUT

Energy balance is what determines weight gain, weight loss or weight maintenance in the human body.

### Calorie Maintenance

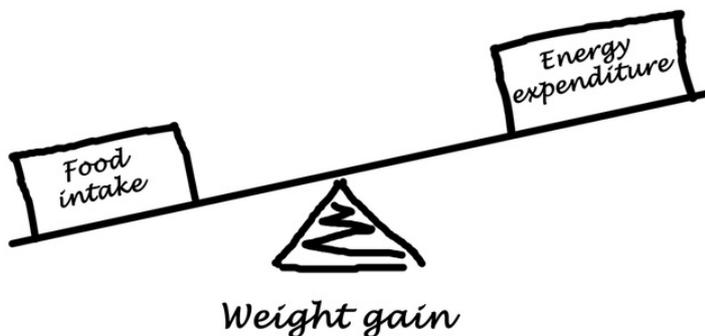
If you consume on average the same amount of calories than you expend, you will maintain your current weight.

### Calorie Deficit

If you consume on average less calories than you expend then you will lose weight/body fat.

### Calorie Surplus

If you consume on average more calories than you expend then you will gain weight/body fat.





# ENERGY BALANCE

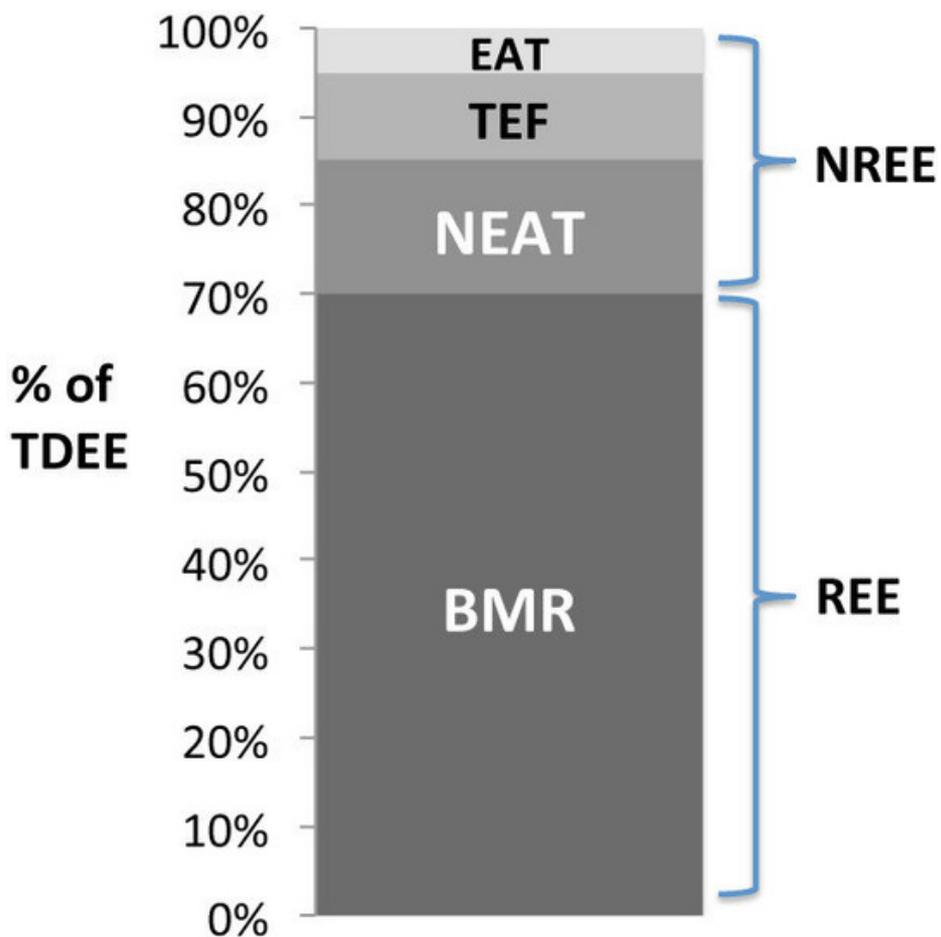
## COMPONENTS OF ENERGY BALANCE

### Calories In

Energy intake intake comes from 3 major macronutrient groups; protein, carbohydrates and fat. There is also a smaller component from alcohol. Therefore everything you eat and drink comes under 'calories in'.

### Calories Out

Energy output also known as total energy expenditure consists of four components. Basal metabolic rate (BMR), non-exercise activity thermogenesis (NEAT), the thermic effect of food (TEF) and exercise activity thermogenesis (EAT).



# ENERGY BALANCE

## COMPONENTS OF ENERGY BALANCE

### BMR

Basal metabolic rate is the amount of calories/energy you expend in a resting state, this is pretty much the amount of calories your body burns just keeping you alive. BMR accounts for around 60% of total energy expenditure.

### NEAT

Non exercise activity thermogenesis is the energy you expend for everything you do that isn't sleeping, eating or training-like exercise. It ranges from energy expending walking to work, typing, performing day to day tasks and fidgeting. A nice way to increase your NEAT is by hitting your daily step count. NEAT accounts for around 15-20% of total energy expenditure.



### EAT

Exercise activity thermogenesis is the energy you expend from exercise you intentionally engage in such as training at the gym or going for a run. EAT accounts for around 10-15% of total energy expenditure.



### TEF

Thermic effect of food is the energy you expend after ingestion of a meal. Protein has the highest thermic effect of all macronutrients. TEF accounts for around 10% of total energy expenditure





# CALORIE MANAGEMENT

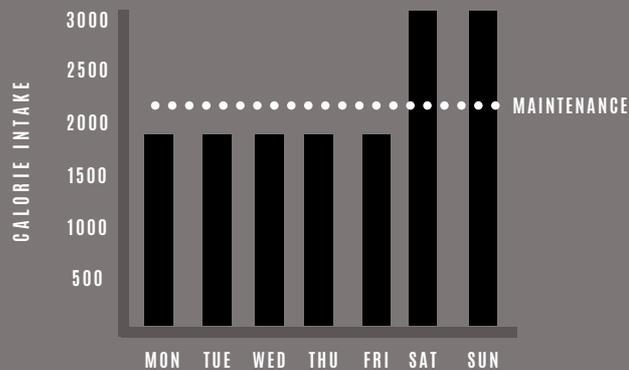
## CONSIDERATIONS

It's important to think about your calorie intake over the course of the week rather than just daily. This way we see your true daily intake average.

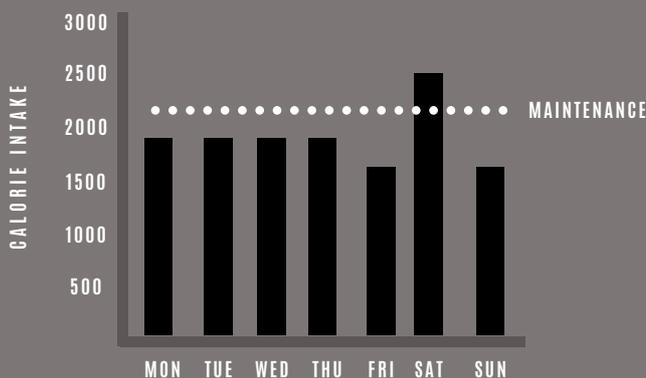
It's common to see people struggling to understand why they are not losing weight or fat on X amount of calories. From my experience it's usually that people fail to understand that a large surge of calories on a weekend can easily take them out of a calorie deficit to a calorie surplus.

By all means feel free to have some slightly lower calorie days to enable you to have slightly higher calories on another day but weekly calories must be in check for fat loss alongside step count. Your weekly calorie allowance will be available on the client hub.

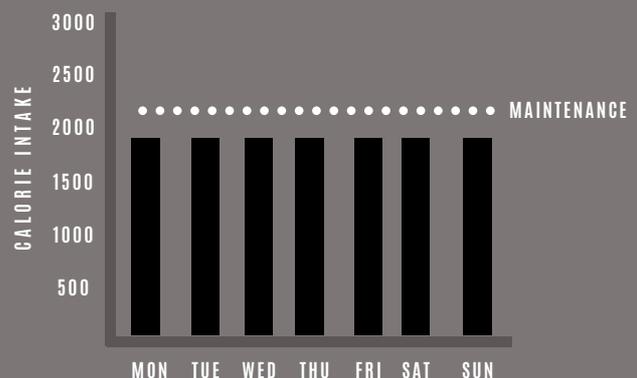
### CALORIE SURPLUS OVER THE WEEK



### CALORIE DEFICIT OVER THE WEEK



### CALORIE DEFICIT OVER THE WEEK





# WEIGHT / FATLOSS / BUILDING MUSCLE

## THE REALITY

When embarking on any fitness journey, your rate of loss will not be linear. Although scale weight is just one measure we take, some weeks you will drop more than others and it's also completely normal to see day to day fluctuations.

As mentioned previously, there are quite a few reasons why we may see fluctuations on the scale.

When building muscle this weight can change even more as the muscle grows and calories can increase and so can the weight

That's why we take a weekly average and assess progress photos for a more accurate picture.





# MACRONUTRIENTS

## PROTEIN

Protein is essential for building muscle and also for muscle retention when dieting. It is also largely important for many other biological functions in the human body such as growth and repair, immune function, hormone function and energy balance to new a few.



1g of Protein = 4 calories.

Protein is also the most satiating macronutrient, which means it keeps us feeling fuller for longer. Protein also has the highest thermic effect out of all the macronutrients - which means it requires more energy to digest it.

## CARBOHYDRATE

Carbohydrates are the energy macronutrient and the bodies preferred fuel source. Individual requirements will vary based on a number of factors such as bodyweight, training volume, training style and goals.



1g of Carbohydrate = 4 calories.

Carbohydrate is stored in the liver and muscle tissue as glycogen. For every gram of carbohydrate consumed, the body requires around 2-3g of water to store this in the cells.

That's why diets low in carbohydrate can cause a large, initial drop in scale weight.

However, weight loss and fat loss are not the same.



# MACRONUTRIENTS

## FATS

Dietary fats are essential for optimal health and a key component of our dietary intake. Fat is involved in many functions relating to the production of hormones, immune function, cell structure and signaling.

Fats allow us to absorb vitamins A,D,E and K and are necessary for hormone production.

1g of Fat = 9 calories.



## WHAT FOODS SHOULD I BE EATING ?

There is no particular food that is going to make you burn fat or gain muscle as quickly as you would like. The most sustainable method is to make the whole process a lifestyle change rather than a quick fix and eat foods that you enjoy. The main tweaks people usually have to make are portion control and consistency. If the foods you are eating fit into your calories and enable you to hit your protein target, then there is no need to eat anything else.

If you are struggling for ideas, here are some ideas.

### PROTEIN

Chicken Breast  
5% Mince Beef  
Sirloin Steak  
Salmon Fillet  
Tinned Tuna  
Eggs  
0% Fat Greek Yoghurt  
Whey Protein

### CARBOHYDRATES

Oats  
White Potato  
Sweet Potato  
Basmati Rice  
Pasta  
Bananas  
Bread  
Bagels

### FATS

Olive Oil  
Eggs  
Avocado  
Lean Beef  
Nuts & Seeds  
Nut Butters  
Salmon  
Olives



# MICRONUTRIENTS

## FRUIT & VEGETABLES

Fruit and vegetables provide us with important vitamins and minerals that help to support our immune system and health in general. They are also a great source of fibre which helps us to maintain a healthy gut and prevents constipation and other problems with digestion.

Although fruit and vegetables are lower in calories than starchy carbohydrates, it's important to note that they are not "calorie-free". Overconsumption of fruit, especially dried versions, in some cases can bring you out of a calorie deficit.

Here are some examples of fruit and vegetables :

- Bananas
- Apples
- Blueberries
- Strawberries
- Broccoli
- Spinach
- Peppers
- Peas



## SUPPLEMENTS

Refer back to the order of importance pyramid of nutrition, and realise that supplements only play a tiny role in your fat loss / muscle gain progress. These are what I recommend you consider taking, if any at all:

5g Creatine Monohydrate (anytime daily)

Caffeine - up to 5mg/kg bodyweight  
(30-60 mins prior to training) Unless training in the evening.

Vitamin D3





# MUSCLE & STRENGTH GAIN

The growth of muscle tissue is the result of an adaptation to stimulus (strength training) combined with protein intake. The whole process is known as muscle protein synthesis or MPS.

Strength training has huge benefits, here's a non exhaustive list of why your training should incorporate some form of resistance training:

- Prevents muscle loss
- Increases muscle gain
- Increases strength
- Improves muscle flexibility
- Protects joints from injury
- Improves balance
- Improves bone health
- Helps to reduce body fat
- Improves resting metabolic rate

## KEY POINTS

Progressively overload - Providing novel stimulus over-time, by adding load, reps, sets (within your recovery capabilities) is vital for muscle hypertrophy.

Train with a sufficient amount of intensity - Most of your working sets should be no less than 2 reps in reserve for the most part. Training to failure should be used sparingly and intelligently.

Train with proper form/technique and as much range of motion that your mobility will allow you to train (actively).

Consume sufficient, quality protein and spread it across your day - A nice recommendation is 1g protein/pound of bodyweight

Rest is king, both between sessions and sleep.



# TRAINING TERMINOLOGY

## Tempo

Tempo is the rate or speed you perform a repetition. We don't need to complicate things here, let's just make sure we lift with good form and control throughout.

## Reps In Reserve

Reps in reserve or RIR is a way to measure and express how hard a set felt and how many repetitions you had left to give in that set.

Upon finishing a set, if you thought you could get another 2 reps out of the set, this would be seen as 2 reps in reserve. A set at 1RIR would be more intense than a set at 2RIR. If you see 0RIR this would indicate failure and you would be unable to squeeze another rep out of the set.

## Supersets

Supersets are a training technique used to add intensity to the session. An exercise is performed for a set before moving straight into another set of a different exercise with no rest in-between. This can be used on opposing muscle groups or with the same muscle group. An example would be:

DB Bench press into BB Bent over Row

or

DB bench Press into a Pec Fly.



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# TRAINING TERMINOLOGY

## Drop Sets

Drop sets are another intensity technique used to overload the muscle. Drop sets usually consist of 2 sets performed back to back of the same exercise with no rest and a drop in weight each set. I usually recommend a drop of around 25-40%.

## Rest

In your training plan I will advise on rest in-between sets. However, some sets will take longer to recover from than others due to training intensity and volume. In this instance wait until your breathing returns to normal and when you feel ready to give 100% to the next set, go again.



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# FREQUENTLY ASKED QUESTIONS

## *"I'm struggling to hit my daily step target, what should I do?"*

Life happens, and factors such as work, weather and family-life can impact general activity. It's often helpful for people to think of targets over the course of a week rather than an individual day. Only managed 8,000 steps today? Aim for 12,000 tomorrow. Making smarter choices and small changes can make a big difference when it comes to progress, including steps. There are simple ways of increasing your steps; taking your dog for a walk, going for 20/30 minute stroll on a morning or evening, or even taking the stairs instead of the lift.

## *"How much water should I be drinking?"*

A good guide is around one litre per 50lbs of bodyweight. So if you weigh 150lbs, aim for 3 litres per day as a general rule. Ensure you replace lost fluids through exercise and ensure replenishment in line with any caffeine that you consume.

## *"I have a social occasion coming up, what shall I do?"*

Life happens – even coaches have a social life. The important thing is not to panic. I'd be naïve to say that socialising involving excessive food/drink won't hinder progress, but that doesn't mean you can't enjoy yourself. If you know you're socialising, hold back some calories in the days leading up to the social occasion to enjoy yourself. Make sure you're not sacrificing protein, and when you are socialising, try to make smarter nutritional choices where possible.

## *"Can I drink alcohol?"*

This is completely your choice. Again, alcohol won't contribute positively towards your goals. It's virtually 'empty calories', it dehydrates you, may hinder recovery, and who wants to train when they're hungover?! If you are having drinks, stick to smarter options like white spirits and diet mixers to soften the calorie-blow. Just don't let one night out become a weekend-binge.

## *"Can I have a cheat meal?"*

The term 'cheat meal' isn't something I'm a fan of. It airs a restrictiveness that isn't a healthy way to approach nutrition. As with the previous two questions, deviating from your nutritional targets through over-consuming calories will hinder progress, so be wary of this



Personal Trainer

Adam Marcham

Ultimately this is Your Journey to a physique you can proud of and its Your Hardwork and Commitment which will see you reach your goals

Be true to yourself, be committed, be consistent and let me guide you every step of the way

Enjoy the ride and you will enjoy the results



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