

LOOK GOOD NAKED CO.

//01

STRENGTH CLUB

THE

WHITE COLLAR

ATHLETE BLUEPRINT

Outperform.
The.
Pack.

Look Good
Naked Co.,
2023.

LOOK GOOD NAKED CO.

STRENGTH CLUB



MEET COACH MICK

White Collar
Athlete
Blueprint.

Mick is the owner and founder of Look Good Naked Co. & The Outperform Blueprint. Mick decided to ditch a career in Architecture after sustaining a fractured spine (thanks to Rugby) and realising the impact that proper training can have on individuals.

With over 5,000 hours of in-person High-Performance coaching experience, a Masters of Exercise Science (Strength & Conditioning) combined with post-graduate studies in Performance Nutrition, Mick has the education, experience and skills required to get you to your desired outcome in the most time-efficient, effective and safe manner possible.

Micks' goal is clear: To continue to help 1000s of high-performance people to reach new heights of achievement, uncover their true best and, ultimately, *OUTPERFORM* the pack.

//01

DESIGNED BY BUSY PROFESSIONALS, FOR BUSY PROFESSIONALS.

You're busy, we get it. You work full-time progressing your career, you might have children or study to contend with, a partner to keep happy AND (like that isn't enough) you've got physical goals to achieve. The life of a high performer is often a hectic one, we know.

The reason why we know is because we're the same. You do not have time to waste on ineffective workouts, bullshit exercises or on anything that isn't going to give you the most benefit possible for the time it takes. This is the whole reason as to why the White Collar Athlete Blueprint was created. The goal of this program is to provide you with the most efficient path towards your physical goals, eliminating the possibility of you wasting the most valuable resource you have: time.

This program has been created by busy professionals, for busy professionals with high standards for themselves; the high performers. Welcome.

THE 5 PILLARS

Outperform

/,aʊtpə'fɔ:m/

Verb

- perform better than.
 - "a well trained individual will outperform the novice"
- (of an investment) be more profitable than.
 - "The "White collar athlete blueprint " has continually outperformed the competitors' packages"

Pillar 1: The Body Audit _____ 03

Pillar 2: The Time Assessment _____ 04

Pillar 3: The Peak Performance Design _____ 05

Pillar 4: The Implementation Overview _____ 06

Pillar 5: The Outperform Identity _____ 07

LOOK GOOD NAKED CO.

STRENGTH CLUB

//03

LOOK GOOD NAKED CO.

STRENGTH CLUB

PILLAR 1: THE BODY AUDIT

Applications here

White Collar
Athlete
Blueprint.

The 1st Pillar is The Body Audit.

Here, we will use a mixture of movements screening, physical auditing & goal setting to find out exactly how you move, if you have any pain points & assess your current performance capacity. While a large majority of this process can be done over a video call, you may be required to do some physical tests and record the results (all details & measurements provided).

Understanding where you are in your performance journey is a critical part of the process of self-improvement. We will define with 100% clarity where you are right now, what you want to achieve and then draw a straight line between the two, creating the most optimal path forward, for you.

Before climbing any mountain, you must start at the bottom.

//04

PILLAR 2: THE TIME ASSESSMENT

White Collar
Athlete
Blueprint.

Following The Body Audit, you move to the second Pillar: The Time Assessment. Here, your coach will take you through the Look Good Naked Co. lifestyle auditing tool. This tool will identify your biggest stresses, your availability and give us a realistic idea of how much time you can actually dedicate to your training on a weekly basis.

Before designing any training program, it is of critical importance that we create realistic expectations of how much time you can sustainably commit to each week.

This result will allow your coach to create the most efficient program possible, taking into account your weekly schedule, overall stress levels and time availability.

Progress is a long-term objective, it requires consistency. At Look Good Naked Co., we strive to provide you with programs that YOU can be consistent with, starting with time management.

LOOK GOOD NAKED CO.

STRENGTH CLUB

//05

LOOK GOOD NAKED CO.

STRENGTH CLUB

PILLAR 3: **THE PEAK** **PERFORMANCE** **DESIGN**

Applications here

Pillar 3: The Peak Performance Design

This is where your coach takes over, using all the data collected in your evaluation call, to design you a custom training & nutritional intervention.

Your coach will take into account your desired outcomes, current lifestyle, performance needs, available times and athletic history. With all of this data combined, you can be sure that you will be provided with the most effective, efficient and safe intervention to get you to your goals.

Customisation is critical for optimal results. You are not an ordinary person, which means you require an extraordinary program.

All training & nutrition programs are delivered in our training tracking app in conjunction with Google Sheets (if required), ensuring you are able to outperform 'ordinary'.

The
outperform
blueprint

PILLAR 4: THE IMPLEMENTATION OVERVIEW

White Collar
Athlete
Blueprint.

Evaluation, complete. Customisation, complete. Now we enter Pillar 3: Implementation.

Implementation is where you take the custom plan that has been tailored to you & your needs and put it into action. This is where rubber hits the road & you start tracking on your journey to outperforming the rest.

While we can't do the workouts for you (we're aware you wouldn't want us to anyway), we will be with you 100% of the way.

We've got what you need to keep you on track throughout the program:

- Weekly 1:1 Private coaching calls
- Access to interactive facegroup group
- Daily messenger support from your coach (Monday - Friday)

At Look Good Naked Co., we take our responsibility to ensure your success very seriously.

LOOK GOOD NAKED CO.

STRENGTH CLUB

//07

LOOK GOOD NAKED CO.

STRENGTH CLUB

PILLAR 5: THE OUTPERFORM IDENTITY

Applications here

White Collar
Athlete
Blueprint.

Finally, Pillar 5: The Outperform Identity.

Pillar 5 is the realisation & culmination of your hard work, where you start to see the rewards of your dedication. Here is where you will notice the cognitive & physical performance benefits that you have been striving for. This is where you pull away from the rest of the pack.

With the physical & nutritional side of your high-performance journey well underway, we shift our focus towards the mentality of high-performance. We will identify & implement behaviours and habits that will serve you for many years to come.

We don't want you to outperform just once but *always*.

//08

RESULT...

White Collar
Athlete
Blueprint.

The culmination of the 5 Pillars, within your first 12 weeks results in a whole new level of human performance. Consider this a Project. Project: YOU 2.0.

- Increased energy
- Increased focus/attention
- Increased strength, functional movement capacity, and aerobic capacity (dependent on goals set)
- Higher self-confidence
- More energy to give friends & family

E Emma [redacted] 1 review
★★★★★ 10 months ago
If you need a trainer who has the most insane knowledge and who knows how to push you past your limits... Michael is 100% the right person to go to

A Anjela [redacted] 4 reviews
★★★★★ 2 weeks ago

N Nicholas [redacted] 3 reviews
★★★★★ 2 weeks ago

L Leah [redacted] 2 reviews
★★★★★ 6 months ago

C Casey [redacted] 4 reviews
★★★★★ 6 months ago
A couple of weeks into training with Mick to supplement my running and I'm feeling the best I've ever felt. The strength and conditioning training and nutrition he's done for me has been a game changer 🍌

E Emily [redacted] 4 reviews
★★★★★ a year ago
Positive: Communication, Professionalism, Quality

A Angelica [redacted] 2 reviews
★★★★★ 10 months ago

I have been training with Michael for the last 5 weeks, he is enthusiastic, knowledgeable and makes the training sessions so much fun! Over the last 5 weeks I'm already seeing amazing results and changes in my body. I have dropped a dress size and feeling more confident! I would definitely recommend Look Good Naked Co!

LOOK GOOD NAKED CO.

STRENGTH CLUB

CASE STUDY - KATE, 29.

White Collar
Athlete
Blueprint.



Kate works & travels full-time as an Emergency Nurse. Shift work, sleep deprivation and frequent high-stress environments, just to name a few challenges.

Desired Outcome: Fat loss, strength gain, confidence gain.

Results: Lost 7.5kg in 12-weeks, full body strength increases, energy gain, confidence through the ROOF, satisfaction with life score increase.



Bodyweight progress

Kate's words:

"Working with Mick has been nothing short of LIFE. CHANGING. Whilst balancing training, work and general life has been somewhat of a learning curve, the lessons have been worth every cent - and more! In such a short period, I've lost over 10kg and FINALLY, I feel strong and confident in my body's ability, like never before. I came to Mick with injuries from past training that he not only worked around but has managed to fix with constant check-ins, video support and his knowledgeable programming. I couldn't recommend him more!"

CASE STUDY - SCOTT, 32.

White Collar
Athlete
Blueprint.

Scott works full-time in recruitment, often pulling 60 - 80 hour weeks, whilst also managing to live a thriving social life and balance his training to suit.

Being time-poor, Scotts' training schedule is based on efficiency. Together, we manage Scotts' nutritional needs, to ensure his performance capability is always high, whilst also managing body compositional change in the direction we want.

Scotts' words: *“Absolute pleasure to work with Mike. He makes the day-to-day easy and pushes you to make sure you are getting the most out of your training, nutrition and lifestyle. I’ve seen excellent physical and mental benefits in such a short amount of time which is a testament to his passion for the industry, vast amounts of knowledge and care for his clients. Coupled with the ease of use platform and tailored approach to lifestyle and equipment on hand, it’s easy to see how he’s seen the success he’s had thus far.”*



CASE STUDY - LEAH, 34.

White Collar
Athlete
Blueprint.



Leah is a full-time working single mother of 2. The words "time-poor" do not begin to describe her situation.

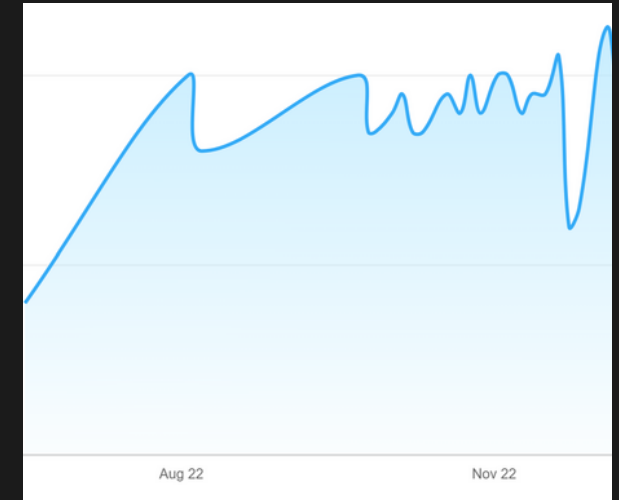
Goal: Strength gain, muscle gain, increase movement capacity.

Deadlift increase: 187.5%

Bench press increase: 161%

Time invested: 4-5 hours per week.

Leah's words: "I have always been a consistent trainer who doesn't lack motivation and loves going to the gym. But I have seen more results (both physical and in my mindset) in the last few months of working with Michael than I have in the years training on my own. His knowledge is second to none and his positive approach to literally everything, makes even the toughest sessions/days seem like a good time."



Deadlift progress



Bench press progress

LOOK GOOD NAKED CO.

STRENGTH CLUB

SEE YOU ON THE SOCIALS

White Collar
Athlete
Blueprint.



LOOK GOOD NAKED CO.

STRENGTH CLUB

WHAT HAPPENS NEXT...

White Collar
Athlete
Blueprint.

Your application is being processed!

Please do your pre-call homework, this is a critical to an efficient and effective meeting.

Just a reminder: this coaching program is for *full-time working professionals between 25 - 45 who have athletic goals they want to achieve.*

Looking forward to speaking soon!