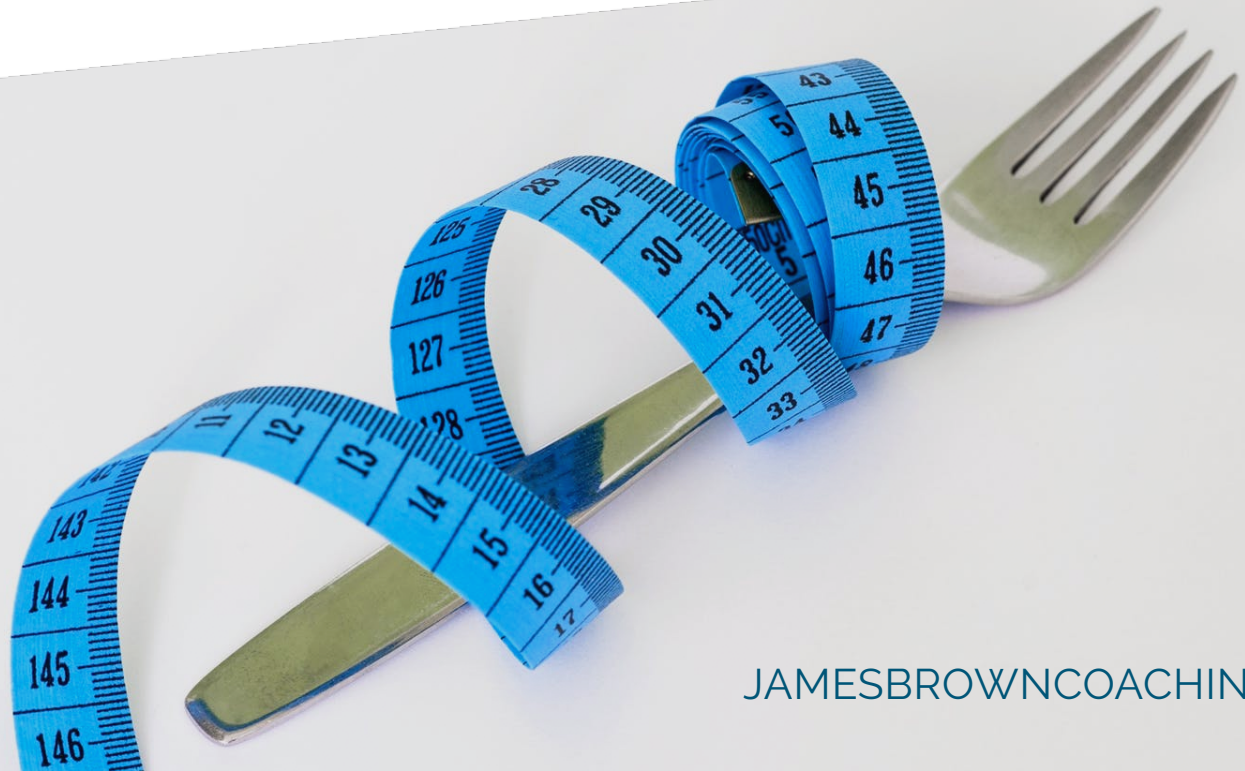


THE EDGE

WEIGHT & MEASUREMENTS

WHAT GETS MEASURED GETS MANAGED



JAMESBROWNCOACHING.COM



WEIGHT & MEASUREMENTS

INTRO.

- Taking your measurements is a really important part of this process.
- Trust me on this - What gets measured gets managed!
- So...

1. You need to do your first measurements before the first call.

2. You need to do them weekly - so we can discuss your progress in our coaching calls.

- So please read this document carefully to make sure you have what you need and know exactly what to do.

WHAT YOU'LL NEED...

- **TAPE MEASURE** - to measure the circumference of your...
 - CHEST & BACK
 - ABS & WAIST
 - BICEPS & TRICEPS
- **SCALES** - to measure your weight
- **JBC APP or ONLINE ACCOUNT** - to record your results

Just go to...

[LOGBOOK](#) > [RESULT TRACKING](#) > [WEEKLY TRACKING](#) > [ADD RESULT](#)

MEASURING WEIGHT

- It's best to weigh yourself first thing in the morning. This also helps you to be consistent as you go through the program.
- If possible, try to do it on the same day each week - before our call.
- Obviously, it's best to do naked.
- Use a decent set of scales, and make sure it's on a hard, stable floor - not a carpet.

MEASURING GIRTHS

- Weight is important, but it's not always the indicator of what's really happening. For example, you may lose belly fat, put on muscle and still remain at the same weight.
- So, to give us a better idea how your body is responding as you go through the program you're also going to use a tape measure to track the circumference at different parts of your body.
- You can take the girth measurements yourself, but for better accuracy, it's often best to get someone else to give you a hand. Try to ensure the tape measure is parallel with the ground for accuracy and consistency.

WEIGHT & MEASUREMENTS



CHEST & BACK

1. Measure around the chest & back ensuring that the tape measure is PARALLEL TO THE FLOOR all the way round.
2. Ensure that you always measure in the same place by placing the tape measure DIRECTLY OVER THE NIPPLES.



ABS & WAIST

1. Measure around the waist (belly) ensuring that the tape measure is PARALLEL TO THE FLOOR all the way round.
2. Ensure that you always measure in the same place by placing the tape measure DIRECTLY OVER BELLY BUTTON.



BUCEPS & TRICEPS

1. Wrap a tape measure around the thickest part of your upper arm.
2. Keep it parallel to the floor and taut, but do not pull so tight that it digs into your flesh.



TROUSER SIZE

- For a lot of guys, getting their trouser size down to where it used to be is a strong motivator.
- If that's the case for you, then make sure you keep a note.
- You can also use your belt size - or belt holes - if that's more relevant.
- As well as the objective measurement described above, I also want you to keep a mental note of any changes in the way that your clothes feel