



THE EDGE

# **FITNESS PROTOCOL**

# **INTRODUCTION**

[JAMESBROWNSCOACHING.COM](http://JAMESBROWNSCOACHING.COM)

# INTRODUCTION



### INTRO. TO THE TRAINING PROTOCOL

- As you know, our objective in THE EDGE is to help you create a sustainable lifestyle that will help you progress towards your goals as efficiently & effectively as possible.
- Those goals tend to be..
  - LOSING BODY-FAT
  - BUILDING STRENGTH & MUSCLE MASS
  - IMPROVING POSTURE & FUNCTIONAL MOVEMENT
  - IMPROVING CARDIOVASCULAR HEALTH + AEROBIC FITNESS
- In order to achieve these goals, there are 4 main factors we need to improve..
  - TOTAL DAILY MOVEMENT
  - FUNCTIONAL STRENGTH
  - AEROBIC FITNESS
  - MOBILITY
- As you go through the program you're going to be making changes that will help to improve each of these factors.
- The exact changes that you need to make will depend on a few factors including your current levels of fitness - specific future goals - and any limitations such as injuries, logistics, time *etc.*

- Don't worry, we're doing to dig in your personal situation in your 1st coaching call. But for now, I just want to explain a bit about why each of those factors are important & how they will help you.

### 1. TOTAL DAILY MOVEMENT

- This dictates the amount of calories that you use - and therefore how much WEIGHT you will lose - depending on how many calories you eat obviously.
- The biggest driver of this comes from those random activities that we do throughout the day - cleaning, fidgeting, walking *etc.* So yes doing those household chores will help you to lose weight!
- If you have a sedentary lifestyle (5-6000 steps per day or less), this is the first area to focus on.

### 2. FUNCTIONAL STRENGTH

- We don't just want to lose weight - we want to lose FAT whilst keeping and hopefully building muscle.
- Strength training will help you maintain and increase muscle mass by telling your body to partition nutrients towards the muscles, and also increase anabolic hormones (Testosterone & Growth Hormone).
- Resistance Training with the correct technique will also help to improve your posture + functional movement quality.
- THE EDGE workouts help you to do all this, whilst also helping to improve your aerobic fitness.

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### 3. AEROBIC FITNESS

- Aerobic fitness is very important for long-term cardiovascular & metabolic health. It also helps with recovery during and in between workouts - the better your aerobic fitness the better you can train.
- You don't need to do state cardio to improve aerobic fitness - you can use any form of exercise that raises your heart rate such as - fast walking, aerobic bodyweight workouts, or even resistance training performed the right way (my favourite!).

### 4. MOBILITY

- And finally - don't forget that mobility work!
- Keeping those soft tissues & joints healthy is essential if you want to keep progressing towards your goals - especially at our age!
- Make sure that you do that MOVEMENT PREP before each workout - and try to build it into the rest of your day also - especially if you have a sedentary desk job!
- Give it the time it deserves and reap the long-term results.
- *If you find this all a bit complex, don't worry - we will be going through it in the first coaching call, and setting you some targets for the first phase of the program.*

### WHAT TO DO NEXT?

IN THE MEANTIME - YOU HAVE 2 THINGS TO DO...

1. Read the next section on Posture & Movement - then watch the video on [NEUTRAL CORE POSITION](#).
2. Start thinking about what sort of training you're going to be doing & where you're going to do it. If you'll be doing home workouts, then read the HOME TRAINING EQUIPMENT GUIDE and start getting prepared.

### POSTURE & MOVEMENT QUALITY

- When it comes to resistance training - the most important thing to focus on is good posture and technique.
- Firstly, it will make your training much more effective, by...
  - ✓ Forcing you to use the core muscles correctly
  - ✓ Getting maximum stimulation of the target muscles.
- Secondly, it will help you to stay healthy so you can keep training hard and progressing towards your goals.
- Thirdly, it will help to improve your posture & movement when you're not training, so you feel better & have less chance of injury.

THIS IS ESPECIALLY IMPORTANT NOW!

- Most guys in their 40's have a few niggles here & there - especially in the lower back, hips, shoulders, knees etc.

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### POSTURE & MOVEMENT QUALITY CONTD.

- A lot of my clients find that getting their posture & movement right can be a game-changer, by helping them to clear up or control a lot of these issues.
- Importantly - even if you DON'T have pain in these places it's pretty much guaranteed that you have a fair bit of wear & tear going on. Bulging discs in the back, frayed biceps tendon *etc* are all very normal at our age.
- So - even if you don't have back pain, shoulder pain etc. it's sensible to focus on moving properly and building functional strength around a strong core. The best form of corrective exercise is good movement!
- So - the exercises in the program place a strict emphasis on good posture and movement quality. There will be no crazy new exercises to learn. We just use basic positions and functional movement patterns, making sure that we perform each exercise perfectly.

### HOW DO YOU DO IT?

- Good movement is built around a strong and functional core, and that means focusing on...
  - ✓ Neutral Pelvic Position
  - ✓ Neutral Rib Position
  - ✓ Breathing Technique

- For a full explanation of this please watch my video on this which you can find at the link below

### [NEUTRAL CORE POSITION VIDEO](#)

- I really encourage you to pay particular attention to this and really try to incorporate these principals into everything that you do: Movement Prep. - Training - Life!

### AND FINALLY... **ENJOY & BE SENSIBLE**

- In order to be sustainable, your fitness training should be a long-term process, not a quick-fix. Obviously, we want to see some progression and improvement, but it takes time and consistency.
- Do what you can, and remember - BETTER IS BETTER - it doesn't matter by how much.
- MOST IMPORTANTLY, You are strongly encouraged to listen to your body and be sensible. If at any point you feel pain dizzy or unwell, please stop training immediately and seek medical advice if necessary.

### **NEXT - Please check out the HOME TRAINING EQUIPMENT GUIDE**