



# **OVER 40'S FITNESS PROTOCOL**

## **INTRODUCTION**

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

# OVER 40'S FITNESS PROTOCOL - *INTRO.*



- **THE EDGE is specifically designed to help men over 40...**

- LOSE BODY-FAT
- BUILD STRENGTH & MUSCLE MASS
- IMPROVE POSTURE & FUNCTIONAL MOVEMENT
- IMPROVE CARDIOVASCULAR HEALTH + AEROBIC FITNESS
- LOCK IN LONG-TERM FITNESS HABITS

**WITHOUT NEEDING A FANCY GYM SETUP - OR LOTS OF TIME**

- **In order to achieve these goals, we need to focus on 4 main factors...**

✓ TOTAL DAILY MOVEMENT

✓ FUNCTIONAL STRENGTH

✓ AEROBIC FITNESS

✓ MOBILITY

✓ POSTURE

- During the program you're going to make changes that will improve each of these factors.
- The exact changes that you make will depend on your own personal situation - current fitness levels, specific goals, injuries, logistics, time *etc.*
- 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 is the biggest driver of BURNING CALORIES
- SO... it can have a BIG effect on WEIGHT-LOSS - depending on how many calories you eat obviously.
- Yes - those random activities like cleaning, fidgeting, walking *etc.* really can help you to lose weight!
- If you have a SEDENTARY LIFESTYLE (5-6000 steps /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 improve BODY COMPOSITION (lose fat & build muscle).
- SO... Strength training is important!
- It tells your body to partition nutrients towards the muscles.
- 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.
- SO... the better your aerobic fitness the better you can train.
- **BUT... you DON'T need to do TRADITIONAL CARDIO to improve aerobic fitness.**
- ANY exercise that raises your heart rate - uphill walking, bodyweight workouts & high intensity resistance training (my favourite!) will work.

## 4. MOBILITY

- Make sure you 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!
- SO... 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.

## 5. POSTURE & MOVEMENT QUALITY

- When you're training - the most important thing to focus on is good posture and technique.
- **WHY?**
  1. It will make your training much more effective, by...
    - ✓ Forcing you to use the CORE muscles correctly
    - ✓ Getting maximum stimulation of the target muscles.
  2. It will help you to stay healthy so you can keep training hard.
  3. It will help to improve your posture & movement when you're not training.
- All of this will help you to feel better & have less chance of injury.

### THIS IS ESPECIALLY IMPORTANT NOW...

- Most guys in their 40's have a few niggles - especially in the lower back, hips, shoulders, knees etc.
- Improving your posture & movement can be a game-changer - helping to improve a lot of these issues.
- Even if you're PAIN FREE - at our age it's normal to have wear & tear - bulging discs, frayed biceps tendon *etc.*
- So... it's sensible to focus on moving properly and building functional strength around a strong core - even if you don't have pain.

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## THE BEST FORM OF CORRECTIVE EXERCISE IS GOOD MOVEMENT!

- So - throughout the program we need to place a strict emphasis on good posture and movement quality.
- The exercises progressions will help you to do this.
- We use basic positions and functional movement patterns throughout, and build the complexity as required.

## WHAT IS 'GOOD MOVEMENT QUALITY'?

- Good movement is built around a strong and functional core
- So - the first things to focus on are...
  - ✓ **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!

## WHAT TO DO NEXT?

1. Watch the video on [NEUTRAL CORE POSITION.](#)
2. Start thinking about where you're going to be doing your training.
3. If you're training at home - read the [HOME TRAINING EQUIPMENT GUIDE](#) and start getting prepared.

## 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 - 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.