



The  
**EDGE**<sup>®</sup>  
Program<sup>®</sup>

**Elite Coaching  
Service**

**Stop wasting your time...Get  
your life back today!**



## Begin your Journey to a Leaner, Healthier Body Here!

**This elite coaching service was created for those clients who wish to work with me in person.**

**Special Update Notification:**

As a result Covid-19 situation, I am unable to conduct any international client coaching programs until after July 2022. I have taken, and will continue to take, provisional bookings for 2022. However, the fulfilment of any of these bookings will have to be reviewed nearer that time due to the ongoing and changing travel restrictions. Currently I am only providing the elite coaching service to clients that are based in Bangkok. Unfortunately therefore, availability on the Elite Coaching service version of The Edge Program is extremely limited for the early part of 2022.

Kind regards

Steve

### The Edge Program – Elite Level

There are two distinctions that set myself and the Elite Coaching version of 'The Edge Program' apart from other coaches and programs. Firstly, I never work with more than four Elite Coaching clients at any one time. This ensures I can provide the level of time commitment and quality of service I want my clients to receive. To me, it is critical that we can form a client/coach relationship that enables you to feel totally comfortable with every aspect of the program, and makes this journey you are undertaking with me in pursuit of your goal, an enjoyable one.

The second distinction is that I do not accept every applicant as a client.

This often surprises people because they misunderstand my role as a coach. It is often assumed I am a personal trainer, and that I will sign up everybody as a client because I need the business. This is incorrect on both counts. The truth is I'm NOT a personal trainer. If you need a label then a more accurate one would be a **Functional Longevity Coach**, and there is a huge difference.

Let me explain...

As a **Functional Longevity Coach** my objectives with my clients are very different. My primary goal is to educate my clients about changes that can create huge improvements in mental & physical health and will hopefully optimize their potential longevity. My secondary goal is that I want to inspire my clients to set their bar higher in terms of long-term health, and not accept a steady decline into old age and failing health.

Being told by a medical practitioner that you are 'ok' for your age, is unacceptable to me, and it's unacceptable to the clients I work with. They want more than that, that's why they come to me. They want to live their whole life as vibrantly as possible.

This is the reason I started using the term '**Functional Longevity**' over 25 years ago as a target for my clients. Because I believe as a society, we need to create a paradigm shift in our health and fitness expectations as we age. We should no longer accept the low standards currently set by the medical community.

The incredible fat loss I help my clients achieve enables them to immediately see the benefits of making certain changes in their lives. This kind of impact I believe creates more momentum to pursue greater levels of health and long-term functionality.

This is also why **The Edge Program** is designed to deliver specific results, and not vague promises. The fact I guarantee specific results makes the program unique from any other protocol out there.

A personal trainer may be happy to take your money and then have you to turn up and do a 'bit of training', probably a bit of this, a bit of that. They may even get you to stick to some kind of broad diet plan. Then at the end of it all, they will tell you that you look different, or weigh a bit less (most likely water loss). They may even show you an inch or two loss off your waist measurement...but in essence all your results will be kind of ephemeral (believe me, I know...I've been in this industry a long time).

Even worse, you will walk away from working with a personal trainer for months not having learnt anything about your body, such as the important cycles and rhythms that control your physiology, or even how you can manipulate your own bodyfat levels when you need.

This ultimately means there is a high probability you will just end up repeating the process. You'll hire another trainer...join another weight loss group...buy another gimmicky product touted as a weight loss miracle. Basically, you will waste more money. Sound familiar?

To most people it will, because unfortunately it is basis of most of the fat loss and personal training industry...repeat business.

That is not the goal of The Edge Program.

This program is not just about the incredible fat loss that you will experience, it is designed to educate you about your body and how it works. It's about demystifying nutrition and teaching you how to navigate through all the lies and misinformation that surrounds it.

Most importantly though, it is about empowering you with the ability to change your bodyfat levels when you need to, and how to have greater control of your health. Bottom line, I want to give you all the tools and knowledge so that you never have to hire me or any other trainer ever again.

As I always tell my clients, if I get repeat business from you for the same issue then I failed the first time...it's that simple.

The fact my objectives are very different to a personal trainer is one of the reasons I don't work with or accept everyone on the program. However, there is another reason.

With over 30 years of experience I am a very good judge of those who are ready to change and those who are not. Many people will tell you they want to change, but in reality they are just not ready to flip that switch mentally.

Being ready to change is about reaching that tipping point where you are genuinely committed within yourself to create change and improve your health.

I get many enquires from people telling me they are ready to lose fat and make improvements to their health. But unfortunately, almost from the 'get-go', a great many start voicing caveats on how they wish to join the program, immediately this betrays their true level of commitment.

A prime example of this is smoking. You cannot pursue health and be a smoker. So if you smoke, then I apologise upfront, but I am afraid I just cannot accept you on the program. If you cannot get past that basic health concern, then the benefits of the program, such as fat loss and the subsequent health improvements, are of little value. It's a bit like worrying about what tyres to put on your car when the engine is clapped out!

As a coach, if I do not think you are ready, then as a matter of honesty and integrity I will tell you. It would be unprofessional of me to accept you onto the program knowing you are not going to complete it. I'm not in this for the money, but to genuinely help people improve their health for the future.

On top of that, taking a client that I know who will not complete the program means I might be depriving another person who really wants to improve their health, of the opportunity to do so. That's not something I will do.

Please remember though, a previous unsuccessful application does not mean an unsuccessful application in the future. Reaching that tipping point of being ready to commit to change, is an individual point for everyone, your journey is your journey, and you will be ready at the right time for you.

So, the first question you have to ask yourself is...are you ready to improve your health, improve your functional longevity and lose bodyfat?

If so, then read on.

## How the program works

The main difference between the Elite Coaching version of The Edge Program and the online program is that I personally instruct and supervise the client's exercise workouts (\*) for the three weeks during Stage 2 of the program. During this phase the client will workout 5-6 days (depending on current physical condition) each week.

Included in the Elite Coaching service is the option of having me personally accompany the client, or whoever will be responsible for preparing the client's meals during the Stage 2 phase, on a food shopping trip to help advise them on how to select of foods sources and products.

Additionally, I offer to oversee if necessary, the preparation of one meal by whoever will be responsible for preparing the clients food's, in order to help to familiarize them with how to construct of meals to match the dietary specifications for this stage.

Obviously the details involved for international bookings vary slightly to domestic clients (\*\*).

# The Program works in three stages

## Stage 1

The first step is that you, the client, will select an ideal bodyfat level you would like to achieve.

We will then schedule an **Online Preparatory Meeting**.

Prior to this meeting I will arrange for you to receive everything you need to commence the Stage 1 phase of data recording. This will be a two-week period that involves gathering comprehensive information relating to your current diet, daily physical statistics and current lifestyle activity levels.

I will be available daily by call or message to help with any issues or questions relating to this process.

Approximately two weeks after you hand all this data back to me, I will then provide you with the following reports...

**Dietary Analysis of Current Diet**

**Dietary Recommendations for Stage 2**

**Training Recommendations for Stage 2**

...for you to review prior to the **Online Pre-Training Meeting 1**.

During the **Online Pre-Training Meeting 1** we will discuss all aspects of the reports you have received, the analysis of your current diet and any issues it has highlighted. We will also discuss the proposed food plan and training program for **Stage 2**. It is essential you spend a little time familiarizing yourself with the nutritional and training aspects that you will commence in **Stage 2**.

A couple days just prior to you starting **Stage 2** we will have the **Online Pre-Training Meeting 2**. This meeting is primarily for me to ensure you are ready for the next stage to commence.

## Stage 2

You will spend the next three weeks training under my direct supervision. In addition and you will follow the specific dietary plan I detailed in the report.

During these three weeks we will have a **Daily Pre-Training Meeting** just before training to assess the dietary and physical information you recorded the previous day. This time also gives us the opportunity to discuss the scheduled training and dietary goals for that day.

These daily meetings allow me to monitor exactly how you are progressing. They also give you a chance to ask any questions on any training or dietary points you would like to discuss. As the days progress I will offer advice or adjustment based on this information you are providing.

The nutritional approach for these three weeks is purposely designed to detoxify the body and realign the natural circadian rhythms that exist within the body. This helps to normalize the hormonal cycles and set the body up to use fat more effectively for energy.

The training during this stage is focused on familiarizing you with how to stimulate the gain, and more importantly, the retention of specific types of muscle fibres as you age. One of the most important elements of long term fat loss is inhibiting the normal wastage of muscle as we age, a condition known as **Sarcopenia**.

During this 3-week period of training clients achieve a minimum 3% bodyfat loss, however it is not unusual for some achieve more. Once the 3-week loss period is complete I will then slow down the process to a steady rate of 1% loss a month until your objective is reached. This is imperative so that you work 'with the body' and not against it. By doing this you will prevent a state of alarm within the body and its subsequent reaction of trying to 'rebound' against you.

Approximately one week after **Stage 2** is completed I will compile the **Handover Report** detailing all the information we have gathered over this phase. I will also include within this report, what I call 'Going Forward' recommendations.

These recommendations will show you how to now increase your food intake to slow the process of fat loss down to the recommended target rate. It will also advise how to reintroduce favourite foods if you desire, and how to monitor for allergenic reactions.

During the **Handover Meeting** we will review everything within this report. We will discuss exactly how you will move forward to your final bodyfat level goal.

## **Stage 3**

For the next six months I will run a bi-monthly check-in call with you to answer any questions or issues you may have encountered.

# **The Edge Program (Online version) format is as follows...**

## **Online Preparatory Meeting**

**Objectives Assessment**

**Medical History Assessment**

**Introduction to Dietary Recording**

- Recording Sheets will be provided (Excel Spreadsheet/Numbers Spreadsheet)
- Bodyfat monitor will be ordered and shipped to client or client can purchase their own
- Recording Sheets Provided

**Introduction to Stats Recording**

**Activity Level Recording**

## **Daily Contact Availability**

This service remains throughout the Training Program until the Handover Phase. Contact can be done through any of the popular social media platforms.

## **Dietary Analysis**

I will analyze the nutritional data you have recorded, and calculate all macronutrients.

## **Dietary Recommendations Report**

I will provide a detailed breakdown of the diet recommendations to be implemented to achieve your target Bodyfat Level.

## **Training Recommendations Report**

You can provide photo or video information relating to your gym or training facilities and I will base your program around your facility.

## **Online Pre-Training Meeting 1**

Introduction to Training Program.

Advice on implementing Dietary Recommendations.

### **Shopping trip accompaniment**

The client has the option of having me accompany them, or whoever will be preparing the clients meals, on a shopping trip to advise on the selection and purchase of foods to match the dietary specifications of Stage 2.

### **Supervision of practice meal preparation**

The client has the option of having me supervising them, or whoever will be preparing the clients meals, prepare a practice meal to match the dietary specifications of Stage 2 prior to the live run of this stage.

## **Online Pre-Training Meeting 2**

Meeting to sure you have everything in place to commence the next phase, and to answer any last minute questions.

### **Daily Pre-Training meeting during the 21 Days of Stage 2**

This is to discuss the information being recording every day, and to offer adjustment or advice. It is also to prepare the client workout ahead motivated, and to provide information and education relevant to that particular training or stage of progress. In my experience this gives clients a great opportunity to ask questions and to gain confidence in their progress.

### **Daily Personal Instruction and Supervision of every workout of Stage 2**

The exact number of days per week will vary from 5-6, and that will be determined closer to the commencement of Stage 2 based on the starting condition of the client.

## **Handover Report**

This report will detail all information relating to the client's progress from first enquiry to the end of the 21 Days Training. It will also detail how the client must go forward in order to achieve their ultimate bodyfat target level. It will include...

- Review of Physical Stats from start to current
- Review of Dietary Recording information
- Review of training period, and will answer any questions that arose
- 'Going Forward' Recommendations

## **Handover Meeting**

We will review the information within the Handover Report and the journey on The Edge Program to date. We will also discuss how you will move forward toward your final target in terms of bodyfat and how to make the necessary dietary adjustments in terms of slowing the fat loss down.

## **Bi-Monthly Online meetings for first 6 months post-program**

This is discretionary for the client if they feel they want or need them.

The course involves approximately 55 hours of professional time from me in terms of Personal Contact, Information Analysis, and Report writing, structured over on average a 6-8 week period, with Bi-Monthly calls continuing for the first 6 months after the program ends.

The cost for this complete Elite Coaching Package is...

**Cost £4795 GBP**

[\*\*Click here to contact Steve\*\*](#)

(\*)

**For any clients based within the Bangkok Metropolitan area:** The client has the option to organise/use a suitable training facility of their preference within Bangkok, and to be responsible for any costs incurred in gaining access for me to said training facility. Alternatively, there is the option of training at a facility within central Bangkok that I can arrange.

**Supervised training of Stage 2 is carried out at a suitable gym facility organised by the client.** All cost relating to this facility and services are organised and borne by the client. However there is the option of training at a facility within central Bangkok that I can arrange.

**For any clients based outside Bangkok:** Supervised training of Stage 2 is carried out at a suitable gym facility organised by the client. All cost relating to this facility and services are organised and borne by the client. The client is also responsible for all travel expenses I incur in travelling to their location.

(\*\*)

**For international clients wishing to fly in and undertake Elite Coaching Program with me here in Bangkok:** The client is responsible for arranging and organising all travel, accommodation, documentation and any other requirements they need whilst in Bangkok. The client is responsible for all expenses incurred. The client has the option to organise a suitable training facility of their preference whilst in Bangkok, and to be responsible for any costs incurred in gaining access for me to the training facility. Alternatively, there is the option of training at a facility within central Bangkok that I can arrange.

**For clients who would like me to travel to a location of their choice and put them through The Edge Program at this location:** The client is responsible for all my travel and accommodation expenses. They client is also responsible for organising any documentation required and for any costs incurred in the organisation of necessary documentation. The client shall also arrange/organise a suitable training facility and be responsible for any costs relating to this facility or for gaining access to this facility for me. Any other expenses such as food or sundries shall be my responsibility.

