



# The **STRONG & USEFUL**

## *Training Program*

### INTRODUCTION

Do you ever see those people who look like Tarzan but when it comes to them helping you move a fridge they cry off because they're either weak, saving themselves for their next workout or carrying a wee injury?

It's all too common. Looks like Tarzan but is as strong as Pee-wee Herman!

The process of going to the gym to build strength for a healthy lifestyle in the 21st century is not entirely representative of what our bodies need, or should I say, the manner in which you can build strength 'today' is quite different compared to the practices of the past.

In bygone years, people were strong and lean and useful by default. They had active jobs and lifestyles often out of necessity. They built strength and muscle that was optimal, purposeful and useful. Their lifestyle, the way they used their bodies made them 'useful', fit for the life they held.

In this Strong & Useful training program I will take you through a training program you could embrace and use for the rest of your days, and all from the comfort of your own home.

*Edit-March 2nd: As I write this the Coronavirus / Covid-19 pandemic is running rampant around the world. Our day to day lives have just been turned upside down. Gyms have closed, cafes and restaurants too and we're all being encouraged to work from home or stay at home. Sadly this means many have and will lose their jobs. That includes me too. As clients choose to stay at home I am encouraging them to take their usual training online with video conferencing and I am now offering this new experimental program, the Strong & Useful to you at a heavily discounted price to help keep me in business and to make it easier for you to benefit from this great program.*

## WHAT YOU NEED

This program is for people who prefer to exercise at home, whether that's because you prefer it, or because you're stuck at home. You don't need much and in fact, I've designed it to be followed with minimal equipment.

This equipment of choice can be dumbbell(s), kettlebell(s), a backpack weighted with bags of rice or rocks inside it, you can even use a rock or a log or more a conventional medicine ball if that's all you can get your hands on. If you can hold it in one or both your hands, you'll be good to go. The rules of how to use the weight are consistent.

Do be safe of course. I don't want to hear of someone getting hurt pressing a slippery log over head and getting concussed!

You will need a bit of space to move around. Anywhere from 2x2m to 3x3m will be sufficient and preferably not a really slippery floor. If you've got an exercise mat, great. If not, a rug, a couple of beach towels or even a big cushion on the floor will help with knee comfort or sitting on when needed.

Imagination could be a super part of this program. It is designed as a back to basics, move like you're meant to to get strong and useful, so feel free to use anything with weight when the moment calls.

## HOW THE PROGRAM WORKS

Time is one of those variables that we don't always get to control. Cryings kids, meal times, work, Covid-19 news updates (seriously though, I think we should stop watching those), house-keeping - trust me I know. I run my outdoor gym from home and know all too well how the every-day interruptions rise up when least wanted. Right now in fact my two fur babies are barking at a bird in the garden!

Each training session is built with blocks of 10 minutes. Let me break it down:

- 10 minutes for warm up preparation
- 10 minutes for the first block of exercise
- 10 minutes for the second block of exercise
- 5 - 10 minutes for final stretch out

If you happen to be really stuck for time, warm up and do one of the 10 minute blocks. Got a blank schedule? Work through each block. Each block will either focus on one movement to practice or will use two movements and a reset in rotation for the 10 mins. A reset is a simple movement to aid recovery and feel better. There is not always a goal target number of reps to accomplish - you work at your pace to practice each movement well.

That's the easy bit to explain. Now the hard part...

## **INTENSITY**

This program is NOT a beat-down, a challenge or a competition. Whilst you may find yourself getting a little out of breath every now and then, it is not the goal or a requirement. Developing strength has been given a bad name over the latter years, mostly because of people espousing the, 'go hard or go home' mantra. Believe me when I tell you that you can get stronger with much lower efforts than you might imagine. There really is no need to burst blood vessels in your eyes. No maxing out, no grunting, huffing and puffing just plenty of focussed, attentive efforts. I will go through how to find the optimal efforts when we get into the program. But right now, start getting familiar with the term, 'expanding your comfort zone'. I use that a lot.

## **WHAT MOVEMENTS**

In the introduction I talked about living the way we were intended, as purposeful humans, not slaves to a desk. That may be a necessity to some extent. It only makes sense to get back to our purpose during leisure and exercise time.

We'll encounter lifting, pushing, pulling, carrying and squatting moves. We'll be getting to the floor and moving around to help our joints articulate and recover some of their youthful freedom. Whilst on the floor of course we'll be playing with movement styles, locomotion and practicing some real world skills. No dancy, fancy stuff. Whilst I teach [Animal Flow](#), that's not for this program.

I called this program an experimental program. You won't find many programs if any, that combine typical strength movements using everyday objects you have lying around along with a system of releasing tight joints and muscles. I run these kind of programs all the time at my gym and see and hear the results when people tell me how they surprised themselves carrying 20 bags of 20kg stones into the garden without resting or another lady who climbed onto a 4ft wall and jumped off again without a problem.

*In this program, I want to help you develop the skills and strengths you are designed to do, born to do and thrive on.*

Studies have shown that when people remove themselves from the skills they were meant to undertake, that other physical and health qualities begin to dwindle. You've heard of the phrase, use it or lose it, well that's very much the case.

## **DELIVERY OF PROGRAM**

This bit is fun, especially as I've not done it before and I'm hoping to learn with you and from you.

What is included in the program is this:

- A weekly 30 minute video conference training session when we can look at techniques and run the program
- Your weekly plan emailed as a PDF with video links
- Unlimited email support - yep, get me whenever you've got a question

The video conferencing is very new. Making a program on a PDF with links to videos to learn, teach and check is my norm, so levelling up with a live video conference session is very exciting.

I would like to learn from this kind of delivery experience, kind of one reason I'm offering it at discount as I've not had time to trial it and experiment - well now I do with you.

## **MORE**

The weekly PDF will be simple to reduce page / screen clutter with either a simple link URL to click or a ►icon to click. The 10 minute blocks will be presented with easy to follow descriptions such as '3 sets of 5 reps' or 'spend 30 seconds ...'

Day 1 and Day 2 perhaps, if needed, is dedicated to seeing where you are to begin with, and looking at some technical areas and choosing what movement variations to start at. This testing isn't meant to be too physical but will help you identify your limitations and also to work out the best weight to start with.

Don't worry, I'll take you through that step by step.

I did mention unlimited email support. Any questions about the program can be asked and answered here. It is a personalised program run from the Strong & Useful template so if you need to change something, like a variation of a movement, that can be discussed over email or the video conference. I'm having fun talking about it already!

Before starting the program, I will send a google form 'Pre Exercise Questionnaire' to fill in which covers health history.

## **WHAT'S INCLUDED**

- Price was originally \$599 (\$100 per week) but I'm dropping it to \$35 per week - pretty much half price. \$35 is the cost of 1 person attending one small group PT session but I'll still be putting in my max efforts to help you. I'm not lowering that.
- A weekly 30-40 minute video conference training session.
- Your weekly plan emailed as a PDF with video links.
- **Unlimited** email support.

## **WHAT NEXT**

If you are in, and want to feel Stronger and more Useful in the next 60 days, get back to me. I will follow up with you anyway in case you forget with all that is going on.

**If you're in**, I'll email you with the Pre Exercise Questionnaire link, I will send the payment details and options and I'll ask you to tell me what you will use as weights. Whether it's kettlebells, dumbbells, a heavy back-pack or a big rock - list it all.

Best regards and good health,  
Jamie