



# TOTAL TRANSFORMATION (WHAT SUCCESS LOOKS LIKE)

[WWW.PRIMALIFE.ONLINE](http://WWW.PRIMALIFE.ONLINE)





# WELCOME TO PRIMAL LIFE GYM

You might be like most of our customers, who come to Primal Life Gym to lose weight, get in shape, or get healthier. You might have that spark, dedication and motivation to change your life. However, you might also have failed each time you try, so how can we change that?

## ***Why is it so hard to change?***

For a lot of people, staying in shape is one of the hardest things they will ever do. For some people it involves yoyo-ing as diets, health, and lifestyle changes make you lose weight, before putting it back on again. As you can imagine, it's not great - in fact, it's a real struggle both physically and mentally.

The thing is, it doesn't have to be that way. You don't have to accept failure before you've truly begun. It often comes down to one thing - you. The

personal motivation we give ourselves is what drives us to succeed, so when we have low self-esteem it becomes a lot harder to achieve our goals.

## ***So how can we make it easier?***

Well, we want to focus on 2 words - **INSPIRATION** and **ACCOUNTABILITY**. It shows you what is possible. Later on, there are testimonials from real life clients, who we hope will be your inspiration. Stories like that of Sarah.

Now, we're talking about normal people - not some superhuman comic book character - who simply wanted to reach their goals and stay there. The thing is, you'll come to realise that anything is possible, but you need to get into the right mindset to get there. So even though you have your inspiration, you also need to be accountable for yourself throughout this journey.

The 6 week transformation is just the start, however. If you carry on after you start reaching your initial goals you will realise the sky's the limit. Our testimonials show you that many of our customers take it further. They go beyond 6 weeks and achieve amazing transformations. This is why we offer programmes that are 12 weeks, 18 weeks, 24 weeks, and even longer. We don't just go on BMI's. They can be really deceiving, you see, because

sometimes really fit people are labelled as "obese" purely because of their build. On the other hand, however, others who have no lean muscle at all can be told they're in the "normal" range.

So read on, take in the real life stories and take the opportunity to transform your body the way you want it. You have the choice, so don't let fear hold you back.

**NOW OR NEVER**  
**NOW OR NEVER**  
**NOW OR NEVER**  
**NOW OR NEVER**  
**NOW OR NEVER**  
**NOW OR NEVER**  
**NOW OR NEVER**  
**NOW OR NEVER**  
**NOW OR NEVER**



# TRANSFORMATION SECRETS

BEFORE WE GET GOING,  
YOU SHOULD KNOW ABOUT

# 4

TRANSFORMATION TIPS  
THAT'LL HELP YOU  
ALONG THE WAY.



# SECRET 1

## GET A COACH IN YOUR CORNER

You might have noticed every athlete, singer, business leader, entrepreneur, self-help book, psychologist either has or suggests using a coach and there's a simple answer to why this is: because it works!

They're not the enemy. In fact, they're a great companion to help you succeed. Think of them as a mentor, a trusted teacher, a person who will celebrate all the highs with you and pull you through the lows. A good coach will motivate you, hold you accountable when needed, and they encourage you to push yourself and go beyond what you thought your limits were.

When it comes down to it, coaches are critical in putting in place the systems

that ensure your exercise routine works. They also ensure your motivation levels never wane. However, as well as emotional support, they provide the technical knowledge too. They give you objective feedback, and they're able to help you progress at your own speed. On top of that, they also have a bona fide understanding of the science and the techniques needed to make your transformation possible.

Coaches understand you are an individual and treat you as one. They are able to break your goals into bite-sized, achievable tasks that you are much more able to succeed in. They break down your journey, but they don't want to break you.

A woman with long brown hair, wearing a black long-sleeved top and black leggings, is performing a plank exercise in a gym. She is holding two black dumbbells, one in each hand, with her forearms resting on them. The gym background shows various exercise machines and a blue floor.

# SECRET 2

## DEPRIVATION IS NO WAY TO LIVE

If you like food, don't stop eating it. Like it or not calories play an important role in weight loss, but we too often deprive ourselves of the things we enjoy.

Although it always starts with good intentions, the diets that cut out the good stuff often leads to you dropping back into old habits.

In fact, it could get pretty serious. If you get over the mental deprivation, your body can't tell the difference between dieting and starvation. The opposite effect can end up happening, as your body shifts into protective mode by slowing down your metabolism and building up fat.

When this happens we start to burn muscle instead. If that's happening, you know something is going seriously wrong. Yet still it gets worse as people often reach the 'rebound' stage. At this point you end up putting on more weight than you started out with.

***So what is the answer? Exercise.***

Eating sensibly and burning more calories through exercise boosts your metabolic rate. You can achieve that if you follow a precise exercise routine and a proper diet, where your nutritional intake and the rate at which you burn calories is balanced.



# SECRET 3

## STRENGTH MATTERS

It's a common misconception that cardio is the only type of exercise you should do to lose weight. For too long cardio has taken centre stage. However, the fitness industry has moved on, and so should you. Muscle tissue is metabolically active. As a result, it stays active long after you finish exercising it, which means the more lean muscle you have the more energy, or fat, you burn off. By training your body to be metabolically active, you'll be more likely to burn off a little extra fat after you've finished your workout. That's just a huge bonus!

Strength training does not mean you will end up looking like the hulk. Resistance training can, in fact, have the opposite effect. Lean muscle is more compact and firmer than fat, so some resistance training could make you smaller, firmer and can leave you feeling sexier.s





# SECRET 4

## ACCOUNTABILITY

This is what the transformation programme is all about. We touched on it when discussing the benefits of having a coach, and the benefits cannot be overstated. Accountability is key to weight loss. Without accountability, you are almost destined to fail. So it's good to have someone there to keep you on the right track.

### ***Why is it so important?***

Because most people can't get to grips with three simple factors:

**1.** Most people find committing to something difficult, especially something which requires a significant change to their lifestyle.

**2.** Most people don't understand the importance of progression.

**3.** Most people unfortunately cheat themselves, because they lack the personal accountability required to reach their fitness goals.

### ***The answer?***

By getting and paying attention to your coach or getting involved with a like-minded group, you may find that you get the accountability you need as you have someone else looking out for your interests. It's that simple.



**TRANSFORMATION**  
**TIME**

**PRIMAL  
LIFE**



# TESTIMONIALS

So, we're not like other gyms.

At Primal Life Gym, we hope to give our members the best experience possible. It's not just about the equipment - although we do have top quality equipment that some gyms don't even have. The atmosphere is electric and our staff are friendly, knowledgeable, and motivational from the start.

In fact, because we have a 200-member limit, we pride ourselves

on being able to focus on you and your goals, no matter how big or small they are. Plus, you get a space to work out that isn't overcrowded, allowing more 1-2-1 time with our excellent trainers, who can support you throughout your journey whether you need advice on technique or nutrition.

The 2 upcoming testimonials from Sarah and Eleasha are evidence of how beneficial Primal Life Gym can be to your health and wellbeing.

# TRANSFORMATION TIME: SARAH'S JOURNEY



Growing up being 'bigger' it is hard to get out of that mentality, focusing on the scales and what they say determining your mood. Looking in the mirror and seeing the girl that was over three stone heavier – despite that being almost 10 years ago.

My life has consisted of having a bad relationship with food for as long as I

can remember, and I think that, along with that lack of confidence in myself and being diagnosed with polycystic ovary syndrome – which can affect your size among other things, stopped me properly working at the gym sooner. I remember almost five years ago going to a gym in my hometown, walking past a bunch of guys working out on the weights whistling at me – and it

stopped me wanting to work in that zone – I stuck to cardio upstairs away from them which only helped me so much.

Fast forward to 2019 and I was lucky enough to meet Ryan through work and discussed the ‘transformation’ – so many thoughts went through my head, what if I don’t see a change? What if I give up and let people down? What if I let myself down?

A week later I bit the bullet and arranged my first session with Ryan, thinking I’d probably do one or two sessions, get embarrassed at how awful I was using weights and then give up – I’d almost accepted that before even starting.

But Ryan was able to reassure me, gave me guidance and helped me through each step – and after less than four weeks I feel different, I look different. I can go into a gym full of people, probably lifting 10x more than I can and not feeling intimidated. I look at what I am doing and what I am doing alone and focus on my own goals – and the change I’ve seen in this short space of time is incredible – not only physically but also mentally.

In less than four weeks people are commenting on how I look, noticing a difference and my confidence in myself has grown, not only in my personal life but at the gym also – I’m constantly

# ‘IN LESS THAN 4 WEEKS PEOPLE ARE COMMENTING ON HOW I LOOK...’

pushing myself, going from deadlifting 20kg during one of my first sessions, to lifting 57.5kg three weeks later – almost my bodyweight!

I genuinely can’t thank Ryan and the team enough for the support they’ve given me and I’m proud to say I haven’t given up, and I’m not going to. Primal Life Gym has been the first place I’ve been to where I have felt 100% comfortable and I think that’s partly because every member becomes part of a community.

I can’t wait for 2020 – and smashing my 60kg deadlift target and beyond!



## TRANSFORMATION TIME: ELEASHA'S TASTER EXPERIENCE

My history with gym memberships is pretty unsuccessful and I'd say my lack of discipline when it comes to exercising goes hand in hand with that.

However, since the UK lockdown restrictions have relaxed, I have been eager to return to a gym and to reinforce my exercise routine to make up for all the cheesecakes I had shamelessly enjoyed over the past five months.

I was however, like many, apprehensive about returning to a gym, with Covid concerns weighing heavy on my decision to do so.

These worries were instantly put to rest once I saw how well Primal Life Gym had adapted to the times, and was completely reassured with all the precautions put in place.

Each workout area is equipped with a cleaning station to sanitise before and after use, and gym equipment is positioned a minimum of two metres apart or divided by a PVC screen.

After only being open for seven and half months before having to close earlier this year, the team have done a brilliant job to give members the best and most effective gym experience they can have, especially now when social distancing and having members stay safe is a top priority of theirs.

As a strength and conditioning gym, it includes some of the best gym equipment on offer in the UK.

My taster session began with a warm up on the rowing machine, and then onto a set of exercises where I was assessed by Personal Trainer and founder of Primal Life Gym, Ryan Croft, on my body movements, and was introduced to equipment I'd never used before, such as a TRX Row, and a Lat Pull-down machine.

Each set of exercises were challenging, but it was hugely motivating having Ryan there to push me.

Each workout we did was thought out, and designed to effectively target specific areas of the body to get the best results.

I would highly recommend Primal Life Gym, the staff are so friendly and the social distancing measures put in place are hugely reassuring.

Additionally, they are currently offering a seven day free pass for people to get a better idea of what they offer.

I am extremely excited to be working closely with Ryan in the coming months as I start my fitness journey with Primal Life Gym.





# THE IMPORTANCE OF SEEING INTO THE FUTURE

Surprisingly, it's a big stumbling block for many people on a weight loss or fitness programme - not being able to get past the starting line!

We are motivated until we actually have to 'do it'. How many times have you been so pumped to get started when you've decided to do something, but then you never begin? The moment arrives, we need to take action, but something in our brains screams STOP and we give up before we've even started.

A great way to ignore that little voice is to make a vision board. This isn't anything super-technical or new. In fact, business leaders, entrepreneurs, celebs, social media influencers, all use them.

So, we usually have an idea of where we want to be, but that's not always realistic. Later on, it can slow down our progress as it negatively impacts our mood. When results don't appear as fast as we hope, it's easy to become disheartened. So it's a good idea to have a vision that is more realistic. One that will help you stay on track throughout the programme.

What you have to do is locate the percentage range that best represents you now. Then you should find one that matches where you want to be in 6 weeks. After that, decide where you want to be in the next 12, 18 or even 24 weeks.

Our ranges are based on a 5'5" (1.67m) female and a 5'10" (1.75m) male. We understand that both genders' weights

are distributed evenly, but that is rarely the case in real life. However, they give you a great idea of where you are and where you can be at the end of the programme.

If you are stuck between two ranges, go for the heavier one as your starting point. You can then read the chart to get a good idea of where you are and the implications of this. You can tweak your plan accordingly.

Please bear in mind this system, like all weight loss plans, is NOT perfect. However, it does give you a good idea of where you are and where you should aim for.

### STEPS:

1. Determine which percentage range best represents where you are now.
2. Set a goal for the next six weeks and choose the percentage range that best reflects that goal.
3. Set your goals beyond 6 weeks, for 12, 18, and 24 weeks or longer - but remember to be realistic.





## BODY FAT TABLES: WOMEN

Percentage Body Fat	What it means	What to do next
10-12%	This is really low - it's not considered safe or healthy. Even extreme athletes like bodybuilders can't keep this up all year. Most effects of this are visible - you'll look tired or overworked, your veins will be more visible, and your hair may look different - however, the internal symptoms are likely to be worse.	In short, don't do it. Not unless you're a professional bodybuilder or you're under medical supervision. There needs to be a significant effort to gain weight and you should seek support from your doctor if you think it's necessary.
15-17%	Although this is the level most people competing in fitness competitions try to achieve, it's still lower than what would be considered healthy. You'll have high muscle definition, but it's not likely to produce many curves.	You should keep an eye on your menstrual cycle, because if it stops or becomes irregular then you should start to try and gain weight immediately.
20-22%	If you want to get the label of "physically fit" then this is where you should be. This is the level that professional athletes try to stay at throughout the year. Your body should be well-balanced with all the nutrients and fat it needs to give you your energy, with well-defined muscles and no excess weight in "trouble" areas.	You're clearly living a healthy lifestyle if you're within this range, so keep with what you're doing - it clearly works. Maybe give yourself a round of applause too.
25%	This is the dream range for most women - a great mix of toned and curvy, with well defined hips, thighs, and buttocks. Not too slim, but not too heavy either. We hope that you feel comfortable at this range. Although we all have problem areas, they can be easily addressed, but overall your body is pretty much perfect.	If you keep your body fat stable at this level you will be amongst the slimmer end of the scale. You should be feeling happy about the way you look and feel. The only thing to do is keep an eye on yourself - it's easy to add on a bit of extra weight without noticing.
30%	This is the grey area, because it differs depending on what your age is. If you're below 30 you could easily drop a category or 2, but if you're in your 30s it's considered the "normal" range. After 45 though, it's considered to be on the lighter side. However, it does have its limitations due to the fact that "normal" is based on averages that are constantly changing.	Although it can be considered normal, it is probably time you consider getting more active. Being classified "obese" isn't too far off, so it's for the best to keep an eye on things. This includes taking a look at your diet and cutting down on the snacks and treats, as well as maybe picking up some weights to increase your muscle strength.
35%	At this weight and beyond, you get some drastic physical signs, with it starting to show on your face and neck, and stretch marks may appear in unsupported softer areas. We're talking about waist measurements of 32in and hip measurements of around 40in.	At this point your body weight could seriously begin to affect your health, so it's time to get active. The best way to do this is to start exercising regularly and cut down on the processed unhealthier foods.
40%	Waist around 35in, hips around 42in.	With your health at risk, it's time to take some serious action. You might want to talk to a medical professional to make sure you do it the best way - you don't want to damage yourself.
45%	Waist around 37in and hips around 45in.	
50%	Waist beyond 40in, hips above 45in.	

## BODY FAT TABLES: MEN

Percentage Body Fat	What it means	What to do next
3-4%	Totally unsustainable and we do not advise this at all. It's where bodybuilders try to be especially for competitions. Visibly goes beyond definition and can negatively affect your hair, nails, and skin.	This should only be done if you're medically supervised and a professional bodybuilder. Even then, you need to make sure you're keeping well hydrated, and for those of you who aren't professional bodybuilders, you need to be making a conscious effort to build up your fat stores.
6-7%	Although it's not as bad, this is still considered unhealthy. It's what fitness competitors and models aim for during competitions and photo shoots, but it's not sustainable all year round. You may look quite tired, or overworked.	If you're aiming to get to this range, ask yourself why and you should acknowledge that it's not sustainable. Make sure you're getting the right nutrition to remain healthy and your body is kept nourished.
10-12%	This is where you can be classed as more "athletic." This is where professional athletes tend to fit, and they maintain this weight year round. This is where you're likely to have that desirable beach body, with toned muscles and a six pack to match.	So, it's time to celebrate. You're clearly doing it right by living a healthy lifestyle with the right nutrition and exercise. So keep it up!
15%	Although you might not have the muscle definition from the group above, you do have a slim, fit and lean body. It's a great overall body shape and it's enviable - so you should definitely feel happy with where you are.	This is a great place to be if you can keep it stable and controlled. So maybe keep an eye on your scales to make sure you're not putting on unwanted weight.
20%	There's nothing wrong with being in this category, however most men tend to desire a leaner body. This is because in this category, the body has little muscle definition with possible small fat rolls around the waistline.	Although it's a "normal" place to be, you should also be aware that it's not too far from adding too much weight to be considered obese. So keep an eye on it. It could also benefit to do some more exercise, like weight training, to build those muscles a little bit.
25%	At this point, you should consider making some lifestyle changes. The weight will start to become more visible around the neck and face, even though you could probably hide some of your body weight with loose fitting clothes.	You should be getting active. It's a slippery slope from developing some serious medical conditions due to your weight, so improving your lifestyle at this point is very important.
30%	Waist between 36-38in. It might be wider than your hips by this point, with a noticeable mid-drift and significantly visible on your face and neck.	Drastic action is needed at this point. You could be at risk of serious medical complications due to your weight, so seeking out medical assistance may be best to avoid causing yourself harm.
35%	Waistline is more than 40in, which can cause significant health issues if it isn't controlled.	
40%	Approaching morbidly obese at around 122kg. You should consult a doctor before working to lose weight, so you can avoid hurting yourself.	

**WE PREVIOUSLY MENTIONED ACCOUNTABILITY AND HOW IT'S IMPORTANT. THINK OF IT ALL AS A SPURTER VS A LONG-DISTANCE RUNNER. UNFORTUNATELY, WEIGHT LOSS AND BODY TRANSFORMATIONS ARE A MARATHON - A LONG-TERM THING - THAN A SPRINT. THAT IS WHY ACCOUNTABILITY IS SO IMPORTANT - IT'S THE LONG-DISTANCE RUNNER, WORKING HARD AND GETTING SUPPORT ALONG THE WAY TO REACH A GOAL YOU CAN'T IMMEDIATELY SEE.**

**SO WHAT NEXT?**

**IT'S ALL DOWN TO YOU. THE BALL'S NOW IN YOUR COURT. IF YOU ARE READY TO ACCEPT THE CHALLENGE AND WANT TO GET INVOLVED, THEN CONTACT US.**

**TRANSFORMATION**

**→ TIME ←**



[WWW.PRIMALLIFEGYM.COM](http://WWW.PRIMALLIFEGYM.COM)  
[WWW.PRIMALLIFE.ONLINE](http://WWW.PRIMALLIFE.ONLINE)  
EMAIL: [INFO@PRIMALLIFEGYM.COM](mailto:INFO@PRIMALLIFEGYM.COM)