

THE TOTAL TRANSFORMATION

WANT TO SEE WHAT SUCCESS
LOOKS LIKE WITH YOUR OWN EYES?

CHECK OUT **5** INSPIRATIONAL PEOPLE,
WHO THROUGH USING THIS PLAN
HAVE TRANSFORMED THEIR BODIES
AND CHANGED THEIR LIVES.

IF THEY CAN DO IT, WHY CANT YOU?

*More than
just a before
and after*

SUCCESS IS ABOUT WORKING
SMARTER NOT HARDER

**IRON
ALLIANCE**



WELCOME TO

IRON ALLIANCE ATHLETIC CENTRE

Fitness Transformation Centre

Are you like 99% of my customers, who come to me to either to lose weight, get in shape or restore their health?

Do you share their passion to get fit, their motivation to change their lives, their readiness to get started?

Have you also failed time and time again in the past?

Why do so many people fail when they are motivated, passionate and ready?

For most of my clients keeping their weight down and staying in shape has been a life long struggle. Yo-yo dieting, quick fix weight loss solutions, food addictions, the stresses of modern life, hormonal changes, poor nutritional choices, and a lack of self-esteem have all meant that past attempts to get fit have often failed before they even started.

Our biggest hurdles are always ourselves, that negative voice that comes from deep inside. Ultimately, the motivation slowly fades, the mental hurdles start being put in place, we swap action for excuses and soon enough we are back where we started.

So how do we create positive change?

2 WORDS

**INSPIRATION
& ACCOUNTABILITY**

THIS IS WHAT THE
LOOK BOOK IS ALL ABOUT

FIRSTLY, IT SHOWS YOU WHAT IS POSSIBLE

— BY READING OUR CLIENT'S SUCCESS STORIES AND LETTING THESE 'NORMAL PEOPLE WITH EXCEPTIONAL WEIGHT LOSS JOURNEYS' BE YOUR INSPIRATION.

Stories like that of:

- "I've changed my attitude from 'I can't do that' to 'I CAN do that!'" – SJ
- "I've gone down dress sizes, lost over 30lbs and gained confidence in myself and around others." – Bethan
- "I am now pain free for the first time in 10 years!" – Nicola
- "I've lost 49lbs and now I'm stronger, fitter and feel a lot better!" – James
- "Now I can do Press Ups, Squats you names it. My mobility, flexibility and strength in my joints has improved significantly and I've lost over a 15lbs." – Chris

You will begin to realise that these are normal men and women, from all races, all ages and all walks of life. They simply share one ultimate goal: to reach their target weight and STAY THERE!

They also have another thing in common. IRON ALLIANCE COACHES This is where the accountability part comes in to it, but we will get to that later. The first thing you really need to believe is that ANYTHING is possible, you just need to be in the right mental space to let it happen.

While our 12 week transformation is just the start, once you start reaching your initial goals you will realise the sky is the limits. From the testimonials you will see that many of my clients took it beyond 12 weeks and achieved amazing transformations. This is why we offer 18, 24, 36 and even longer transformation programs.

What really makes this programme stand out from the rest is that we don't just go on BMI's, as these can be really deceiving. Some of the fittest people I know are considered obese purely because of their build. Where others who have no lean muscle at all are within the "normal" range.

So read the Look Book, take in the testimonials and give us the opportunity to transform your body and your life. It's in your hands now, don't let fear hold you back.

Sincerely

Lanre & Liv

PS: Get started now!





TRANSFORMATION SECRETS

BEFORE WE EVEN START
DISCUSSING WHAT I CAN DO
FOR YOU, I WANT TO LET YOU INTO

4

IMPORTANT TRANSFORMATION
SECRETS THAT WILL HELP YOU ON
YOUR PATH TO SUCCESS.



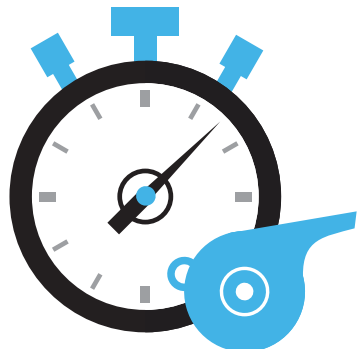
SECRET 1

GET A COACH IN YOUR CORNER

There is a reason why every athlete, singer, business leader, entrepreneur, self-help book, psychologist either has one or suggests using a coach. BECAUSE THEY WORK! 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. They are your motivators, they hold you accountable, they challenge you to do better, they broaden your horizons, they are with you through thick and thin.

When it comes to exercise coaches are critical in putting in place the systems that ensure your exercise routine yields maximum results, as well as ensuring your motivation levels never wane. They provide the objective feedback you need, are able to move you forward and have a bona fide understanding of the science and the techniques needed to make this transformation.

Coaches understand you are an individual and treat you as one. They are able to break your ultimate goal into bite-sized chunks that you are much more able to achieve.





SECRET 2

DEPRIVATION IS NO WAY TO LIVE

Like it or not calories play an important role in weight loss, meaning too often we deprive ourselves of the things we enjoy and that taste good. While we might start of with the right intentions, diets like these lead to rebellion as we simply cannot ignore the cravings.

It doesn't just stop there. Even if you can get over the mental deprivation our bodies can't distinguish between intentional calorie deprivation (diet) and starvation. Meaning they shift into protective mode, slowing your metabolism and holding onto fat. We start burning muscle and when this happens, well you know something is going seriously wrong. Yet still it gets worse as you reach the dreaded 'rebound effect', where you end up generally putting on more weight than you started out with.

So what is the answer?

Eating sensibly and burning more calories through exercise that boosts your metabolic rate. This should be done by following a precise exercise routine and a proper diet where the nutrient ratio is balanced to your body's needs and food is consumed regularly.





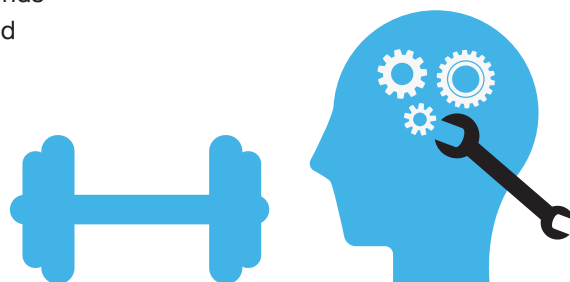
SECRET 3

STRENGTH DOES MATTER

For too long cardio has taken centre stage when it comes to weight loss. Luckily the fitness industry has moved on, so should you. Muscle is a metabolically active tissue, that stays active long after you finish exercising it. Meaning that the more lean muscle you have the more energy, aka fat, you burn. If you can train your body to be metabolically active the 95% of the week you are not at the gym, you will be burning fat long after you have had your shower and headed home.

Strength training does not mean looking like Arnold, or even a bit butch/bulky, in fact resistance training actually has the opposite effect. As lean muscle is more

compact and firmer than fat, meaning resistance training tends to make you smaller, firmer and ultimately sexier.





SECRET 4

ACCOUNTABILITY

We will discuss this in detail later, as this is what the transformation programme is all about. We have also touched on it when discussing the power of a coach. In my eyes you cannot mention it enough, accountability is key to weight loss. Unless you have someone to hold you accountable you are almost destined to fail.

Why is it so important?

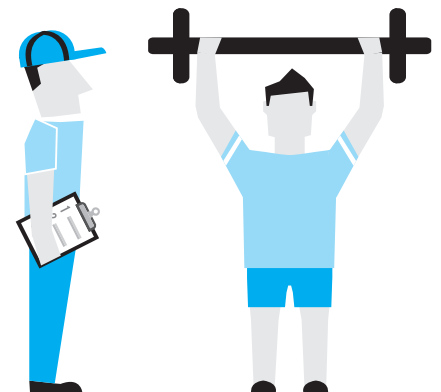
Because most people can't get to grips with three simple factors:

1. Most people have a difficulty with commitment, especially something which requires whole lifestyle changes
2. Most people don't understand or grasp the importance of progression

3. Most people lack the personal accountability required to reach a weight loss or fitness goal – it is just too easy to cheat yourself.

The answer to accountability?

By aligning yourself with a coach or in a like minded group you suddenly have that accountability. It is as simple as that.





TRANSFORMATION

→ TIME! ←

ALL OF THESE PEOPLE LIKE YOU TRANSFORMED!



CHARLES



MILES



MADLINE

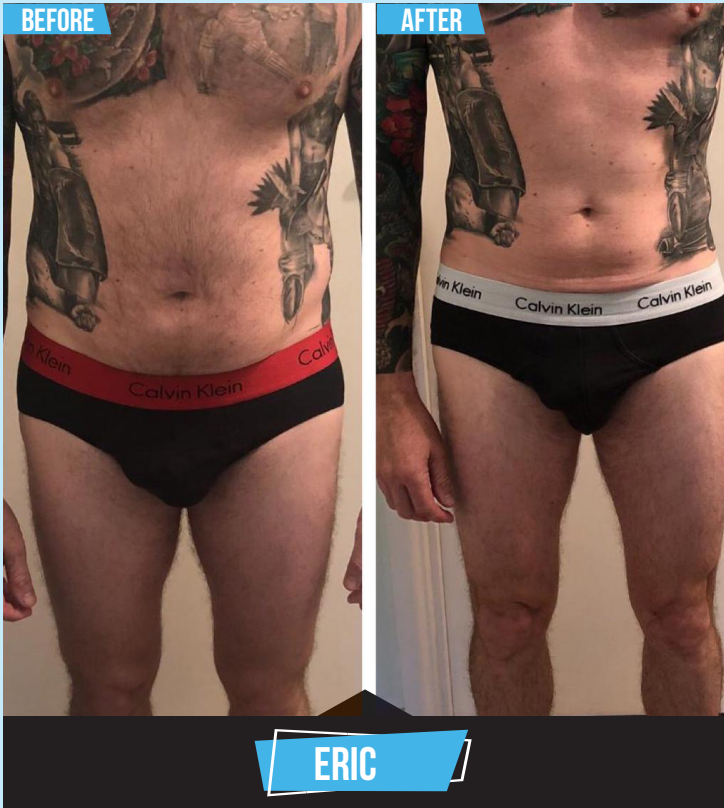


PATRICIA

ALL OF THESE PEOPLE LIKE YOU TRANSFORMED!



ALL OF THESE PEOPLE LIKE YOU TRANSFORMED!



KYLE

FEATURED TRANSFORMATION



What made you come to Iron Alliance Athletic Centre (IIAC) in the beginning?

I just got to a point in my life where I wanted to live more healthily.

I was fed up with looking like I did and not really having any 'get up and go'. There's too much in life that can't be controlled, and this was something I could control, yet I had let it escape me for so many years. IIAC grabbed me because they were close and I liked their messaging. It just struck a chord I very much liked.

What has improved for you since joining IIAC?

My recovery time was the first thing that I noticed that had improved. I went from what felt like a coronary after the first couple of sessions to being back in breath after just a few minutes (4 weeks later) and having a much happier outlook on future sessions. I dropped some weight but more importantly was the decrease in waist size. I'm very happy with how it's started; now I just need to keep it going for the long term.

Also, nutrition - I eat almost entirely differently now to how I ate prior to joining PPT, and actually love it. It's made me see things very differently and try new things. Lanre would be proud of the amount of eggs I get through these days!

What do you love about IIAC?

I love the varied routines (although boxing is now a personal favourite - it's just awesome!). I love the people (both trainers and clients), and the whole ethos of the place. No-one knocks anyone else or sees other clients as any different to themselves. You're there for yourself but you're not alone in your training.

Kyle, 42,

LOST
24 LBS



REDUCED BODY FAT BY 5%

REDUCED BLOOD PRESSURE
BACK TO NORMAL LEVELS!

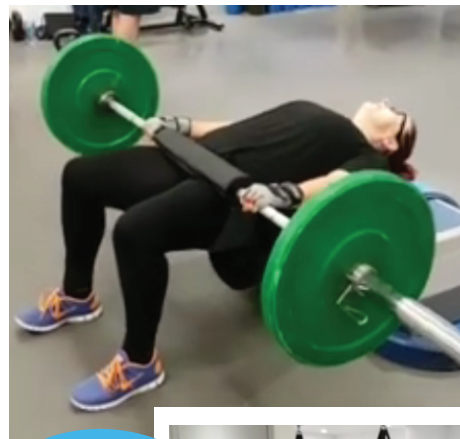
LOST A TOTAL OF 10 INCHES
FROM AROUND HIS WAIST

DIANE

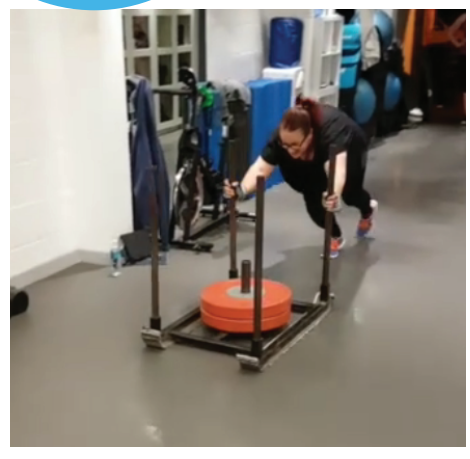
FEATURED TRANSFORMATION



Diane, 45,



**LOST
35LBS**



Why did you decide to join IIAC?

I wanted to live into old age and see my children grow up and have their own children.

What was your life like before IIAC?

Before IIAC I felt very lethargic, I had no energy, I couldn't do the simplest of tasks and if I was out walking with the children I would easily get out of breath and have to use an inhaler. Normal everyday tasks were becoming harder.

How do you feel now?

After training for six months with IIAC, I feel absolutely incredible. I'm less self-conscious of myself and feel I can do anything – I even did a 3-mile hike with the Cubs last night!

I have lost about 35lbs and 70 cms across my body!

The most important thing about IIAC is the trainers – they're incredible. They support you, they give you a boost if you're feeling down, encourage you, keep you going, tell you you are awesome and you can do it, meaning you achieve so much more.



THE IMPORTANCE OF SEEING INTO THE FUTURE

One of the biggest stumbling blocks to any weight loss or fitness programme is the participant not being able to even get past the starting line!

We are motivated until we actually have to 'do it', the moment we need to take action something in our brains screams **STOP** and we give up.

A great way to bypass that little voice is to have a vision board. This is nothing new, business leaders, entrepreneurs, celebs, social media influencers, in fact most successful people have one. Many of us have an idea of what we would like to look like, but a lot of the time this is not realistic and can often negatively impact our progress when results don't appear as fast as we hope. Our vision is a more realistic one, that will help keep you on track through it's attainability.

All you need to do is locate the percentage range that best represents

you now and one that represents where you would like to be in the next 12 weeks. Then determine where you want to be in the next 24, 36 or even 48 weeks.

please [click here](#) to view the body fat percentage chart so you can see where you lie. the ranges are usually based on a 5'5" (1.67m) female and a 5'10" (1.75m) male. While in both genders weight is distributed evenly, which is often not the case in real life, they give you a great idea of where you are and where you can be.

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.

Please bear in mind this system is NOT perfect, but does give a great idea of where you are and where you want to go visually.

STEPS

1. Determine which percentage range best represents where you are now
2. Set a goal for the next 12 weeks and choose the percentage range that best reflects that goal
3. Set goals beyond 12 weeks, 24, 36, 48 and even longer

Remember previously I mentioned accountability and how I would be helping you with that.

Think of motivation as a sprinter and accountability as the long distance runner. Sadly, weight loss and body transformations are more of a marathon than a sprint, which is why accountability has to take centre stage.



What do I want in return?

My business is built on reputation, that is the secret to the fitness industry. Simply telling people I can transform their lives, their bodies, their health is not enough any more. I need to be able to show them the phenomenal transformations my program is achieving and that is where you come in.

We have only limited spaces on the 12 week transformation challenge course, make sure one of them is yours. After all if you are serious about transforming your life, what do you have to lose.

SO WHAT NEXT?

The ball is now in your court, if you are ready to accept the challenge contact me directly on:

647-354-3722

I can't wait to start this transformation with you.

Lanre & Liv

