



**HOW TO ACHIEVE
A TRANSFORMATION**

CONTEH
COACHING



INTRODUCTION

01

WELCOME TO THE CONTEH COACHING TRANSFORMATION HANDBOOK.

We are a coaching service that gets unrivalled results, getting you from point A to point B in the most efficient way possible, no messing around.

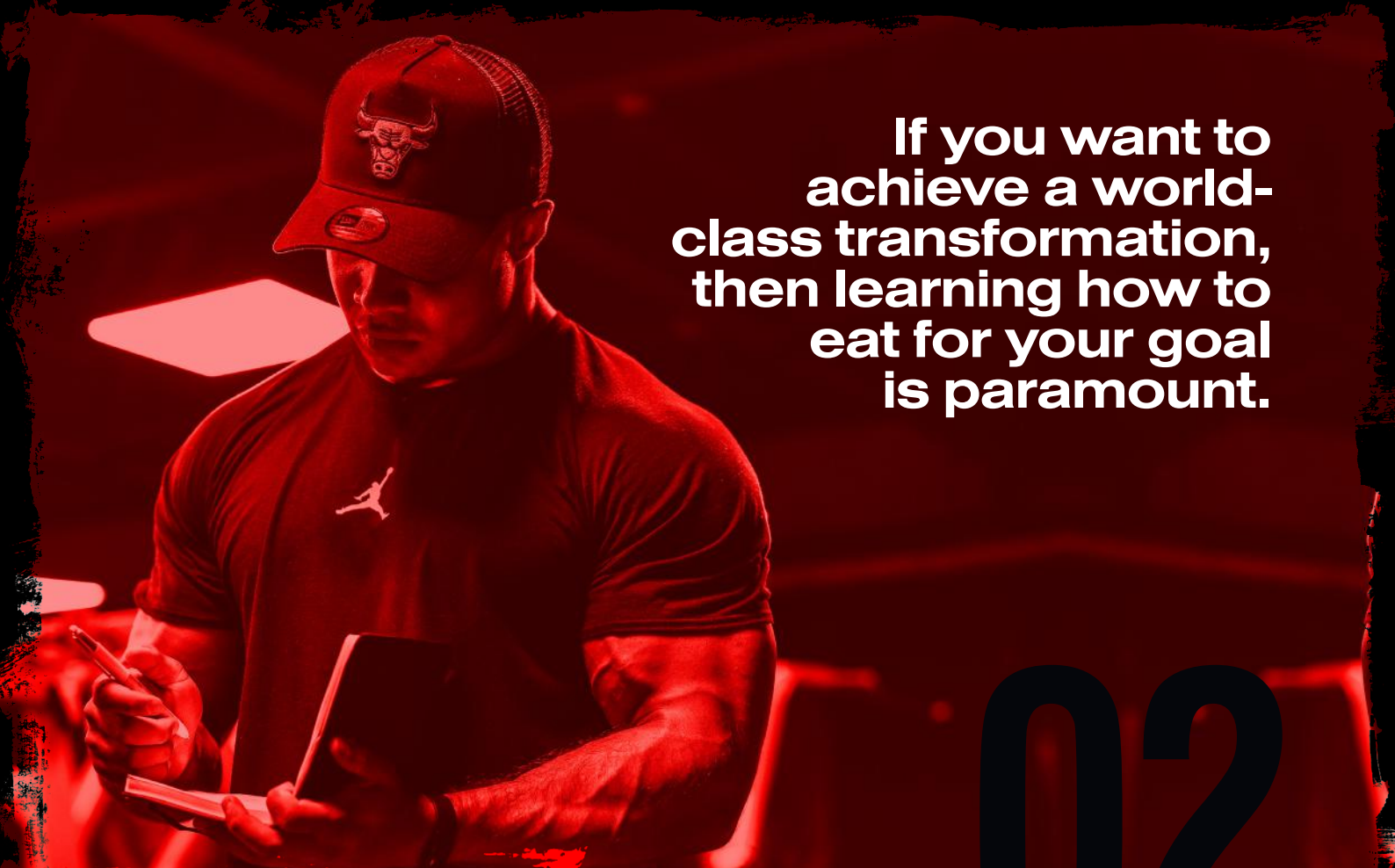
We have years of higher education and experience within fitness, nutrition, and even own a supplement brand that is centred around achieving second-to-none physiques.

The truth is, it's very easy to lose a couple of pounds here and there, but if you want greatness - if you want an extreme outcome - you have to have the willingness to want to achieve something out of this world, and the ability to execute the plan of action to get there to the letter.

So, guess what?

We're giving that to you inside these pages.

We're sick of seeing people struggle on the journey to true transformation, so we're about to let you in on some of our top secrets when it comes to achieving a world-class transformation of your own.



If you want to achieve a world-class transformation, then learning how to eat for your goal is paramount.

02

NUTRITION & MEAL PREP

Let's start with the basics:

Working out your calorie intake.

Now, to do this you can use this manual method:

STEP 1: CALCULATE YOUR MAINTENANCE CALORIES

The first step to calculating your calorie deficit is to find out how many calories you actually need in a day to maintain your weight, often referred to as 'maintenance calories'.

To do this, you need to figure out your basal metabolic rate (BMR) and total daily energy expenditure (TDEE).

Your BMR is the number of calories needed to maintain the basic functions like breathing, maintaining blood pressure, and digesting food.

One popular formula for calculating BMR is the Harris-Benedict formula:

BMR for males =

$$66 + (6.23 \times \text{weight in pounds}) + (12.7 \times \text{height in inches}) - (6.8 \times \text{age in years})$$

BMR for females =

$$65 + (4.3 \times \text{weight in pounds}) + (4.7 \times \text{height in inches}) - (4.7 \times \text{age in years})$$

Once you have that, you can then calculate your TDEE, which is the total number of calories you burn including your BMR, your overall TDEE equals your maintenance calories.

To find out your TDEE:

TDEE = $1.2 \times \text{BMR}$ if you have a **sedentary lifestyle** (little to no exercise and work a desk job)

TDEE = $1.375 \times \text{BMR}$ if you have a **lightly active lifestyle** (light exercise 1-3 days per week)

TDEE = $1.55 \times \text{BMR}$ if you have a **moderately active lifestyle** (moderate exercise 3-5 days per week)

TDEE = $1.725 \times \text{BMR}$ if you have a **very active lifestyle** (heavy exercise 6-7 days per week)

TDEE = $1.9 \times \text{BMR}$ if you have an **extremely active lifestyle** (strenuous training 2 times a day)

STEP 2: CALCULATE YOUR CALORIE DEFICIT.


On average, you need to eat around 500 calories less than your maintenance calories a day to lose 1 pound of weight a week. If your TDEE is 2,000 calories for example, you should be eating around 1,500 calories a day to achieve an average of 1 pound per week loss.

MEAL PREPPING

Meal prepping is essentially the act of preparing a meal or recipe in advance, weighing out how much of each component of the meal is needed and then portioning it out to create a number of accessible meals that can be eaten when needed, at the times needed, with the exact macros and calories needed in order to keep you on track with your nutritional protocols to align with your transformation goals.

You can use this technique for all of your daily meals, and we'd actually recommend that because it leaves less room for error.

All meals will then be weighed in advance, mapped out, and ready to fuel your training sessions.



**Next up is your
training - and we
do mean training,
not 'exercising'**

03

TRAINING

When choosing your training plan, think about what you're going to be able to complete consistently week on week, with intensity, proper form, and progressive overload.

When we talk intensity, we mean how hard that particular exercise feels to you while you're doing it – your perceived exertion. Your perceived exertion level may be different from what someone else feels doing the same exercise, but that's not really important. What's important is that YOU feel like you're pushing yourself to your limits in your training.

Completing every rep of an exercise with proper form is key, not only to ensure you don't receive an injury, but also to get the absolute most out of each and every rep of every single set.

Speaking of getting the most out of your training, we'd highly recommend purchasing a log book to write down what you've lifted on each exercise and set in your sessions, so that you can consistently progressively overload.

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Progressive overload means that you're gradually increasing the intensity or difficulty of your workouts over time - you can do this by increasing the weight you're using, increasing sets or reps, or focusing on time under tension within your lifts (i.e. increasing the duration/adding in pauses/slowing down each repetition within a given exercise).

We've put together some actionable training programme examples that you can actually utilise to help you reach your own transformation:

POSTERIOR (DEADLIFT)

Movement	Set 1 Reps	Set 2 Reps
Lying Ham Curl	10-12	12-15
Deadlifts	6-8	10-12
Single Arm High Pulldown Variation	10-12	10-13
T Bar Row	8-10	10-12
DY Machine Row	10-12	10-12
Machine Preacher Curl	10-12	12-15
Single Arm Bicep Curl	12-15	12-15

PUSH (SHOULDER FOCUSED)

Movement	Set 1 Reps	Set 2 Reps	Set 3 Reps
Pec Dec	10-12	12-15	N/A
Seated DB Shoulder Press	6-8	8-10	10-12
Single Arm Cuffed Cable Lateral Raise	10-12	12-15	12-15
Seated Machine Plate Loaded Shoulder Press (Neutral Grip)	8-12	10-15	N/A
DB Side Lateral Raises	8-10	10-12	Into Double Dropset
BW Tricep Dips (Add Weighted Belt if Needed)	10-12	10-12	10-12
Single Arm Cable Tricep Extension	10-12	10-12	N/A

...Continued

REST DAY

LEGS (ONE HAM/SQUATS/QUADS/GLUTES)

Movement	Set 1 Reps	Set 2 Reps
Standing Calf Raise	8-12	15-20
Lying Ham Curl	8-10	10-12
Barbell Back Squat	8-10	10-12
45 Degree Leg Press, then cluster set (4 sets of 6 with 10 Seconds rest inbetween)	8-10	10-12
DB Split Squat	6-8 (each leg)	10-15 (each leg)
Leg Extensions	10-12	12-15
Abductor	12-15	15-20

REST DAY

PUSH (SHOULDER FOCUSED)

Movement	Set 1 Reps	Set 2 Reps	Set 3 Reps
Straight Arm (Activation)	12-15	12-15	N/A
Barbell Bent Over Row	8-10	10-12	N/A
Wide Grip Lat Pulldown	10-12	10-12	12-15
Seated Machine Plate Loaded Row	8-10	10-12	N/A
Low Row Variation Single Arm	6-8	10-12	N/A
DB Seated Bicep Curl	8-10	12-15	N/A
Dual Cable Bicep Curl	10-15	10-15	N/A

...Continued

PUSH

Movement	Set 1 Reps	Set 2 Reps
Chest Fly Machine (Activation)	10-12	12-15
Incline DB Press	6-8	8-10
Smith Machine Incline Chest Press	8-10	10-12
Plate Loaded Flat Chest Press Machine	8-10	10-15
Lateral Raise Variation	10-12	12-15
Machine Plate Loaded Tricep Push Down	10-12	10-12
Rope Tricep Extension	10-12	12-15

LEGS

Movement	Set 1 Reps	Set 2 Reps
Adductor	12-15	12-15
Leg Extension	10-12	15-20
Hack Squat	8-10	12-15
Single Leg Leg Press	10-12	10-12
Seated Ham Curl	8-10	8-10
Seated Calf Raises	12-15	15-20

REST DAY



CARDIO

04

CARDIO IS EITHER PEOPLES' HAPPY PLACE, OR SOMETHING THAT THEY AVOID ENTIRELY.

We're here to bring you the news that cardio **IS** going to be important to your transformation, so if it's currently something you're avoiding - strap in and do the necessary.

There are a wide variety of health benefits attached to cardiovascular exercise such as improved heart health, heightened metabolism, improvements in hormonal profile, an increase in oxygen flow to the muscles and better recovery capabilities of the body, so it's something that should be included in your plan of action regardless of your goal, but this should be to varying degrees throughout a transformation process.

If you're lost with where to start with it though, we would suggest performing some steady state cardio (e.g. treadmill incline walk, stairmaster session, or exercise bike ride that you can do for duration) 3-4 times per week, on non-resistance training days wherever possible.

If you're starting off from baseline with low cardiovascular fitness capabilities, then you can increase the length of your cardio sessions by 5 minutes each time until you reach a total of 30-35 minutes.



STEPS - NEAT

05

Non-exercise activity thermogenesis (NEAT) refers to the energy expended for everything we do that is not sleeping, eating or programmed training. It ranges from the energy expended walking to work, typing on your laptop, gardening, cleaning the house, and fidgeting.

But what we're mostly going to focus on here is your step count.

Smashing your training sessions is great, and a priority if you want to achieve an undeniable transformation, but what you do outside of your gym sessions contributes towards your overall goal, too.

You need to be as active as possible outside of your sessions and on days that you're not training, so an easy way to manage this is by keeping track of your step count.

You can track steps using your smart watch, and we would recommend aiming for around 10,000 steps per day. Hitting your target of 10,000 steps each day will give you insurance that you're definitely active, and in addition to the health benefits that aiming for a target like this will bring, it will also burn more calories per day in an effortless way.



SUPPLEMENTS

06

Supplementation plays a key role in the growth and repair of muscle tissue in the body. We need to be mindful when undergoing a transformation, we have all basis covered.

Supplements we recommend:

High Quality Whey Protein – This is going to help the growth and repair of your muscles, as well as hit your protein intake for the day.

Creatine Monohydrate – Creatine is the worlds most researched supplement. This is going to aid in strength and power output.

Omega 3 – Omega 3 is going to top up your essential fatty acid intake. When dieting your fatty acid intake will usual take a dip, so supplementing with omega 3 is pivotal.

Pre Workout – When energy starts to dip in a dieting phase a pre workout can be utilised to bring your energy levels back and more for your training sessions.

Essential Amino Acids (EAAs) – EAAs are going to spike muscle protein synthesis which will help with growth and repair of muscle tissue.

Carb Powder – Carb powders will sustain your energy throughout your workout, as well as deliver nutrients to the muscle you are training.

Fat burners – These will provide you with a lot of energy for those hard cardio sessions when energy starts to take a dip when you're dieting, they will also help decrease fat cells within the body.

Hydration Formulas – These will provide you with essential electrolytes and keep your body optimally hydrated.

Sleep Aids – These will help you get into a relaxed state before bed and provide you with a deep sleep. When trying to lose body fat it is vital that an optimal sleep is achieved, sleeping between 7-8 hours.

All these supplements will help you achieve your goals, however they are not here to replace the correct nutrition and training.

CONTEH COACHING TRANSFORMATIONS



24 MONTHS
GOAL: PHYSIQUE



16 WEEKS
GOAL: FAT LOSS



6 MONTHS
GOAL: THAT'S UP TO YOU





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