

·//RPB COACHING

**Your Four Step Guide
To Become Your
Real Personal Best
This Summer!**

If you're reading this, you're not alone.
Many people try to get in shape but don't
achieve the results they want.

It's frustrating, but often due to overlooked
factors. In this free guide, I'll cover four key
principles to help ensure this doesn't happen
to you.

THE PROBLEM

Most goals are too vague - 'I want to lose weight,' 'I want to tone up.' Without clarity, progress stalls.

That's where SMART goals come in: Specific, Measurable, Achievable, Relevant, and Time-Bound.

Take 'I want to lose weight' and apply SMART:

- ✓ Specific – Lose 10 lbs in 10 weeks
- ✓ Measurable – Track weight on the scale
- ✓ Achievable – 1 lb per week is realistic
- ✓ Relevant – Fits an overweight person's goal
- ✓ Time-Bound – 10-week deadline

Now, the goal is clear, leading directly to Step 2

STEP 1. SET YOUR GOALS

Once you have a specific goal, you need a clear plan. Without one, random decisions lead to random results.

A good plan includes key elements for success. For weight loss, this means setting up a diet to create a daily caloric deficit.

Adding exercise can further boost fitness, strength, and calorie expenditure to help reach your goal.

STEP 2. HAVE A PLAN

You've likely noticed the word 'specific' appears often, because both your goals and plan must align precisely. Your choices in diet and exercise should directly support your goal.

Diet:

To lose weight, create a calorie deficit

To gain weight, create a calorie surplus

To maintain weight, balance calories in and out

Exercise:

Cardiovascular fitness → Circuit training (Hyrox, CrossFit).

Flexibility & mobility → Pilates, Yoga.

Endurance → Running, Rowing, Cycling.

Muscle building & body shaping → Resistance/Weight training.

Whatever your goal, be specific in your approach!

STEP 3. SPECIFICITY

With your goals and plan in place, the most important factor for success is consistency.

It's not about being perfect, it's about sticking to your plan every day, not just Monday to Friday, then going off track on weekends.

Consistency beats perfection every time. Stay on course, and results will follow.

STEP 4. CONSISTENCY

By now, it's clear - without these key elements, results won't happen:

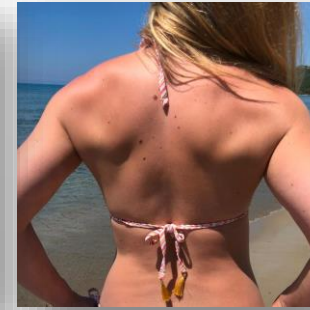
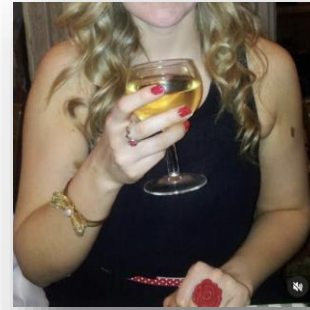
- ✓ A specific goal
- ✓ A clear plan of action
- ✓ Diet & exercise aligned with your goal
- ✓ Consistency in your approach

WHY MISTAKES ARE MADE

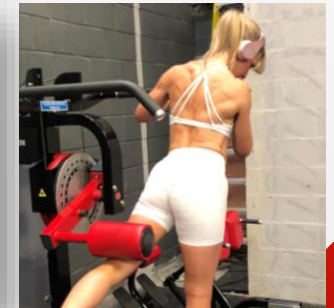
Claire was always active - running, netball, and fitness classes - while maintaining a healthy diet. But despite her efforts, her body composition never changed.

To align with her goal of building muscle and losing fat, we shifted her focus to weight training, targeting legs, glutes, back, and arms. Her diet was adjusted to include more protein and a slight calorie deficit. Using progressive overload, she steadily increased her reps, and weight on the bar.

The results? Claire lost body fat, gained muscle, and transformed her physique.




Before (June 2024)



After (January 2025)

CASE STUDY: CLAIRE



Bringing all these elements together can be challenging, especially if you're unsure where to start.

This is where an online coach makes the difference:

- ✓ Personalized goal setting
- ✓ Tailored diet and training plans
- ✓ Ongoing progress tracking
- ✓ Motivation and accountability

With the right support, you can eliminate the guesswork and achieve real results, without the stress.

HOW RPB COACHING CAN HELP



A new way of life!

Phil introduced me to weight training and nutrition and I am not exaggerating in saying that it has completely changed my life! I feel and look better than with any other fitness and diet approach I've ever taken. My body composition has completely changed and I feel invincible! I have had so many comments from others asking what I have been doing because of the change in my appearance. Phil adapts it all to my own needs and limitations and ensures it is achievable, progressive and at with a good level of challenge. It's a way of life and I'm so glad I said I'd give it a go!



Highly recommend

I've been working with Phil for 5 months now (I think). All I can say is he's opened my eyes to new better ways of training, completely transformed my diet and made me actually look as though I lift. Not only am I making gains and getting stronger, I feel so much better, diet is cleaner, meaning everybody else in the family is eating better too. I initially signed up for 2 months to see how I got on and I'm going to continue on much longer than the 5 I'm at now. Would recommend.



The best PT out there

Let's be honest, we don't need a PT because we have Google and we can work it all out for ourselves right? Well I'd ask you to tell me how that's working out for you because we've all been there and failed. This is one of the many reasons you need to book with Phil. His knowledge, experience and application to his position is insanely high. He constantly goes the extra mile in all aspects and the data crunching he does on your workout/diet/lifestyle is frighteningly detailed, but in a positive way. Honestly, I wish I'd hooked up with him years ago. Phil will transform your physical and mental state for the better, he truly is an incredible person. I'm not young and I already feel more energised and motivated. Phil always finds a positive in everything and his encouragement and support is unprecedented. Forget all these corporate trainers or Instagram influences. If you want a genuine person to deliver genuine results, Phil is your man. I'd give 6 stars if I could, invest in yourself and put your trust in him, I promise you will absolutely not regret it. I know I couldn't do this without him and (don't tell him I said this), but he's an amazing bloke and a proper role model. Get on board, it will be the best investment you ever make, period. It's early days for me and I'm already feeling stronger and seeing positive changes in my appearance, the next year is going to be life-changing and I cannot wait.

WHAT CLIENTS HAVE SAID



Phil Brown
Online Coach & Personal Trainer
at Vision Health and Fitness, Gateshead.

With 25+ years of experience in training, diet, and nutrition, I'm passionate about helping others achieve their goals - leading me to establish RPB Coaching.

Follow my journey and client progress on Instagram: [@rpb_coaching](https://www.instagram.com/rpb_coaching) or if you'd like to get in touch and learn more, then click this [link](#) to book a free call.

ABOUT *RPB* COACHING