CLIENT

WELCOME PACKET

HEAD HELD HIGH ATHLETICS

WELCOME

Welcome to Head Held High Athletics!

I am so excited you are here and applaud your courage for taking on this new and exciting change!
Here's to creating a stronger you!

It is really important to keep in mind that this will not be a quick fix, but rather a journey with twists and turns that will hopefully lead you to a version of yourself you can be proud of. But no need to worry about taking the journey alone, I will be here to guide, teach, and, most importantly, support you on your path to building a sustainable yet healthy lifestyle!

HOW TO PREPARE

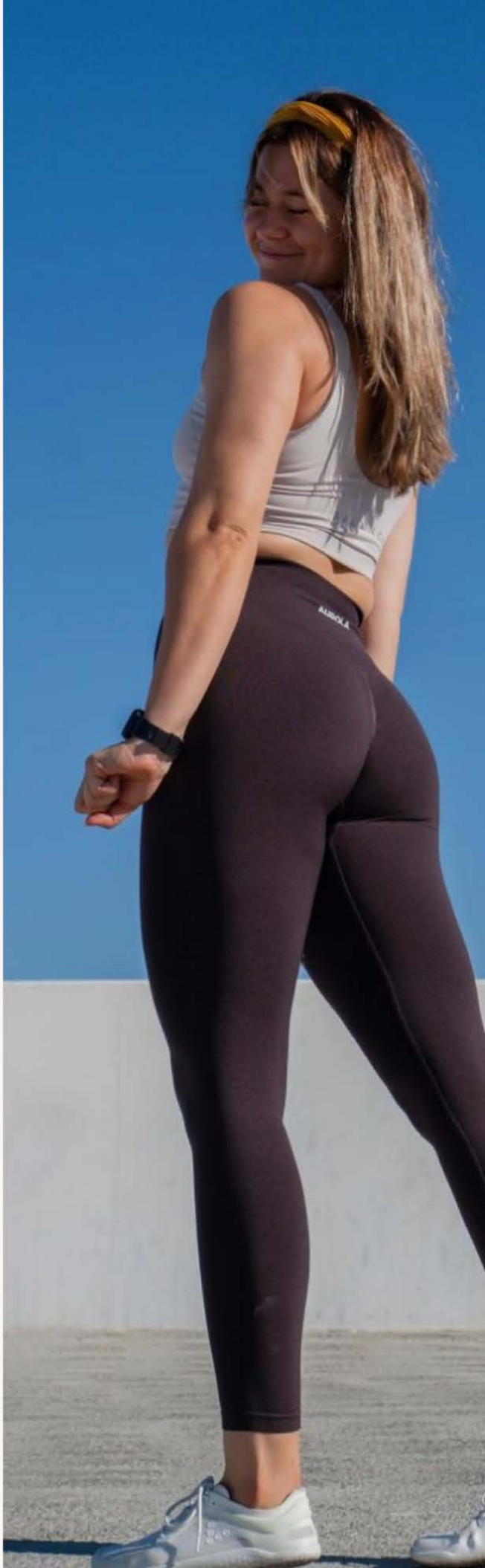
- Download the TrainHeroic App (required)
  This is where your training protocols will be.
  and MacroFactor App (optional)
  This is my preferred nutritional tracking app; HOWEVER, feel free to use any tracking app of your preference.

- Create your accounts!
  You should receive a direct email invitation for TrainHeroic (check your spam folders if not visible), but as for MacroFactor, please use my code *SHANLIFTS* to receive (2) free weeks as opposed to the default (1) week trial (that way you can make sure you like the app before committing)

- If you do not have one already, I HIGHLY suggest purchasing a food scale + measuring cups (that way it'll be easier to measure food at the beginning of your journey). This is not technically necessary, more so just tools that may help you along the way.

- Note that your programming WILL change every 4-6 weeks and to expect an assessment week (to be performed on your first week) and strength test weeks (to be performed between programs).

- Clients are expected to submit weekly check-ins on Sundays through a Google form that will be sent out, as well as update/upload their progress photos.



HOW TO CHECK-IN WITH YOUR COACH:

There will be a weekly check-in sent over **GOOGLE FORMS** directly to your e-mail! These are primarily for clients to have 5-10 minutes to sit with their thoughts and really review their effort from the previous week. It's best to rate yourself as honestly as possible and take a moment to see what factors need addressing over the next week.

- Forms will be sent out anywhere from Sunday morning to Monday morning

- PROGRESS PHOTOS are to be uploaded at the end of the form (if you scroll all the way to the end, there will be a link!)

- If there is an issue with uploading your photos:
  1) Report the issue to me as soon as possible
  and 2) Send the photos either directly to me through e-mail (shannonmeinard@gmail.com) or over text

- Along with Progress Photos, there is an opportunity to schedule a video check-in call with me on every form!
  *On average clients schedule either weekly or bi-weekly depending on how much accountability and help is needed

*On the topic of Progress Photos:

This method for tracking progress isn't for everyone, and while I highly recommend it for most (if not all) clients as a way to see real and viable progress, I do not recommend taking on this weekly habit if you are currently struggling with extreme body image issues, body dysmorphia, or any eating disorder tendencies

HOW TO TAKE PROGRESS PHOTOS

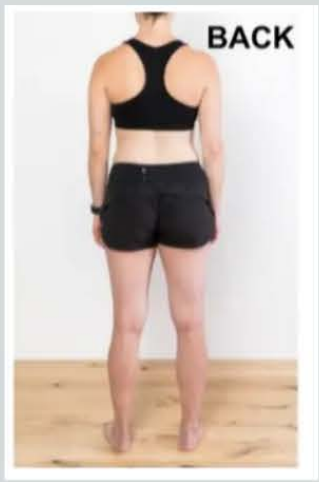
Follow these guidelines when taking and submitting your progress pictures:

1. You should always submit at least 3 photos: Front, Back, and one Side angle
2. You will need to be in as little clothing as possible for a better assessment, the more surface area of skin and muscle mass we can see, the better. However, undress to YOUR comfort level!
3. All photos should be head-to-toe views, not half-body views. If you do not have someone to take the images, you can always prop your phone up on a countertop or something of similar height to get the photos. Additionally, feel free to video yourself and screenshot the poses.
4. There needs to be lighting of some sort (need to see you to compare the side by sides!)
5. For side views, always have your arms straight out in front of you!
6. Photos should be taken at the same time of day in the same clothing weekly if possible.
7. For side-by-side comparisons, we will most likely compare photos every 2-4 weeks (depending on the client's fitness goals, where they're at with body image, etc.)

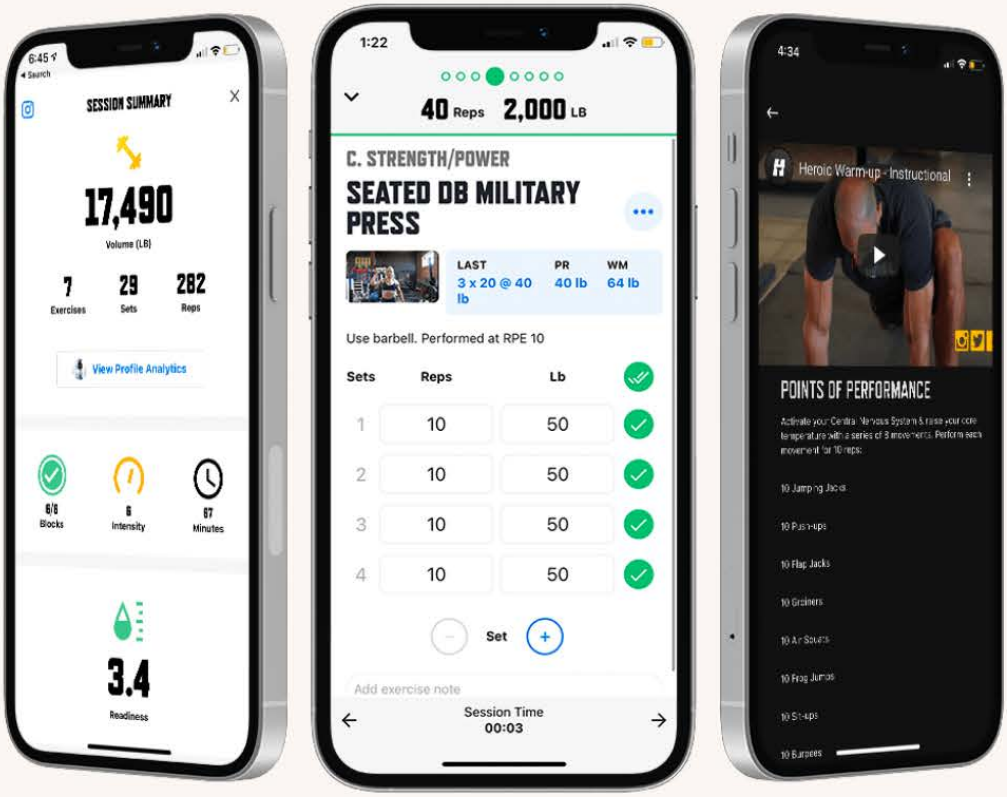
01

02

03



TRAIN HEROIC

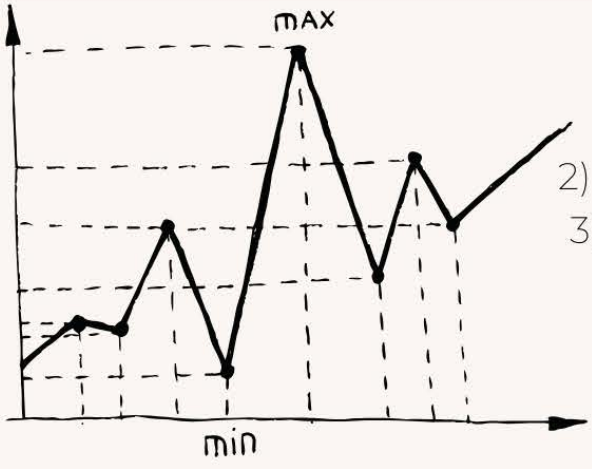


Train Heroic is the app we use for all our programming.

<u>Please make sure to:</u>

1) Download the app
2) Create your Account
(link will be sent directly to your e-mail)
3) View your Assessment week and get acquainted with the layout

<u>Metrics we will be tracking over time:</u>



1) Progress Photos
2) PR's (Personal Records)
3) Main Compound Lifts
4) "Sticky" or Difficult Exercises

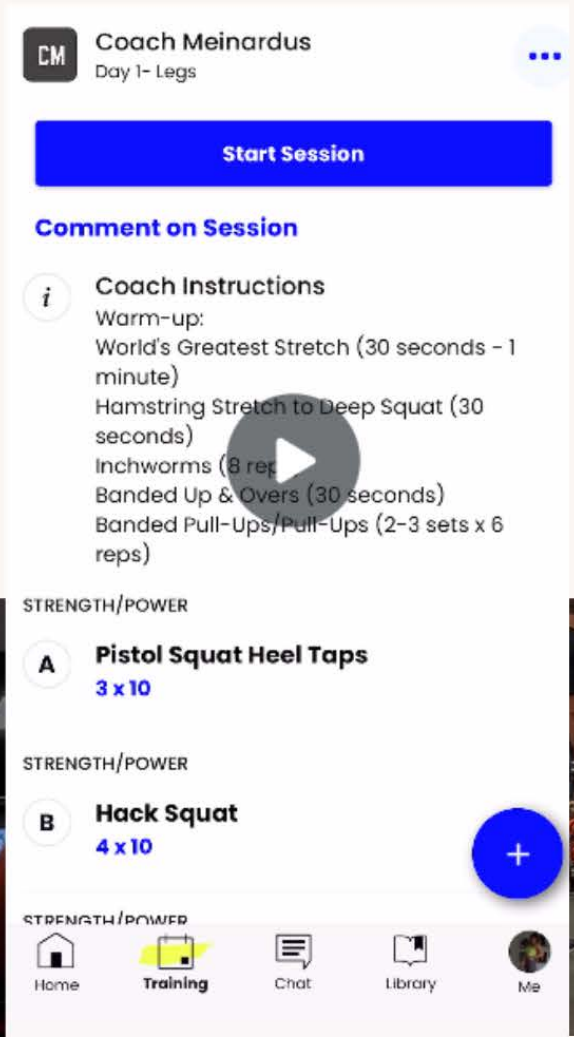
FILMING YOUR WORKOUTS

When it comes to form help and filming yourself working out, it's essential to record yourself during your major lifts. For the first assessment week, I recommend clients upload/attach videos for BOTH their compound lifts any moves that feel uncomfortable, foreign, or have posed an issue in the past.

As the weeks continue, please keep consistently filming your compound movements (squats, bench press, deadlifts, hip thrusts, etc.) so that we can ensure 1) your form doesn't change and 2) we can see visual progress over time.

*Once you've completed a session, click
[comment on session]
and there should be a camera emoji shown
(That's where you attach your videos!) .
If you're experiencing difficulties, you can attach the videos under a file in your Google Drive and tag me to the file!

When filming it's important to have the camera far enough away so that we can see your full form. For example, Hip Thrusts- have the camera at your side, far enough away so that we can see your leg positioning as well as back.



I know that depending on where you are in the gym or how crowded it is, it can be difficult to set up your camera properly, but please do the best you can to get the majority of your body in! My best tip is to set up your camera against a water bottle and (if anything) zoom out to the .5x option if you can, that way your whole body is in frame.

SUPPLEMENT CHEAT SHEET

Remember, supplements are meant to help and support protocol adherence, not replace it. No supplement can offset not adhering to your protocols, so before you start exploring these options, check with me to confirm you are hitting your nutrition, sleep, water intake and workout protocols consistently enough to start adding supplemental help!

01

Protein

Aids in completing daily nutrition support, specifically daily protein intake goal

02

Pre- Workout

Pre-workout enhances energy, mood, and focus; increases strength and endurance; and reduces fatigue

03

Creatine

This is a natural supplement that aids in muscle recovery and growth

04

Greens

If you are struggling to get your daily veggie intake in, this supplements aids in that. However, this supp is not to replace vegetables as a whole

05

Magnesium

Is involved in over 300 chemical reactions in our bodies and can help with recovery, anxiety relief, PMS, cramping, heavy bleeding, and headaches

06

Vitamin D

Approximately 42% of Americans are vitamin D deficient. Supports bone health and cardiovascular support

07

Probiotics

Aids in overall digestion health

08

Multivitamin

With a well balanced diet multivitamins are typically not needed but could provide extra support for a lack thereof

09

Calcium

Don't do dairy?
This supplement/mineral will be helpful in aiding joint and bone health

SUPP. RECCOMENDATIONS

Legion Code: Shannon
(if you've never bought from them, use this code as it'll give you a certain amount of $$$ off)

Creatine

Purpose: Aids in muscle recovery and growth
(highly recommend)

***Legion Picks: I prefer unflavored, but also like the strawberry lemonade option!**

*can get regular creatine monohydrate anywhere though !

Magnesium

Purpose: Mineral that can help with recovery, anxiety relief, PMS, cramping, heavy bleeding, and headaches
(highly recommend)

Calcium

Mineral that aids in aiding joint and bone health.
(recommend for those lacking in diet)

Protein Powder

Protein when you need it in a jiffy
(not necessary but can be helpful)

***Legion Picks: Chocolate Peanut Butter and Vanilla are my favorite!**

MACROS + TRACKING

Tracking your caloric intake and macros is a beneficial tool for reaching your fitness and wellness goals. It is not a necessity though. If tracking happens to trigger negative thinking or dangerously impacts your relationship with food, please let me know ASAP so that we can create a different nutrition strategy.

Your goals and history with food significantly impact what your nutritional plan will be, and as such we will work together to find the macros and caloric intake that work best for you and your body to reach your goals effectively and efficiently.

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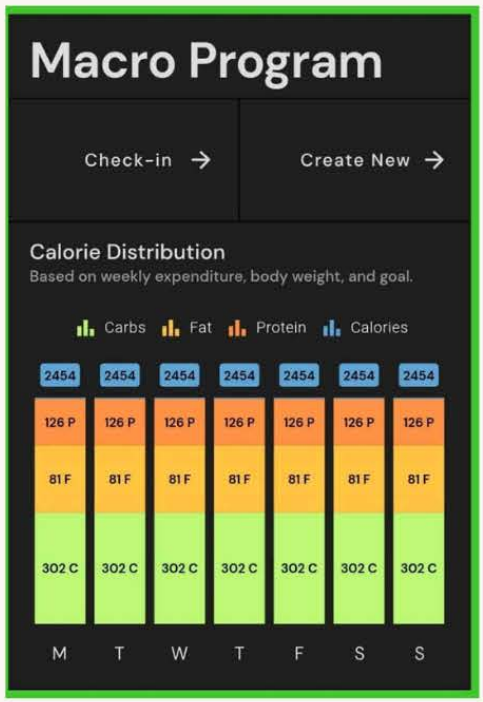
01 How I Find Your Macros

I find your macros through my own macro calculations (a method taught in school), and/or by going off of MacroFactor's recommendations (those suggested in your trial period). With both in mind, we find a goal target or target zone that you'll aim for every week until it's time for an adjustment.



02 How To Follow + Hit Macros

Using a tracking app such as Macrofactor (the tracking app I am an affiliate for) is the most common way to track your macros, HOWEVER, if there is another tracking app you'd like to use (Noom, MyFitnessPal, etc.) or you'd like to manually track, these methods work as well.

03 Consistently Tracking

I will tell you right now, no you do not need to track every meal (especially if you're traveling for vacation), but the more consistent you ARE, the better!

MacroFactor Code: SHANLIFTS
(use this code as it'll give you 2 free weeks as opposed to 1!)

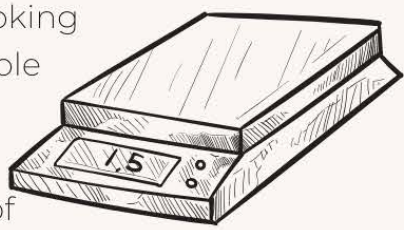
HOW TO TRACK:

01 Step 1: Look at the Nutrition Label of Your Food.

If it is premade you can easily search or input the nutritional facts into any tracking app. If food is not premade (such as chicken breast or rice), weigh out the portions by using a food scale.
You can find these at any generic store or on Amazon!

02 Step 2: Weigh It Out

Make sure to measure your food in ounces or grams
(the most popular units of measurement for tracking).
If you are cooking, do not forget to also track condiments and cooking aids such as oils. These tend to have extra calories that many people forget to include (and may also contain higher amounts of fats or added sugar).
Lastly, don't forget that *spray oils* tend to be incorrect in terms of their nutrition label. Usually, these labels are misleading as it applies to typically less than 1 second of spraying (which is "technically" allowed by the FDA for these brands to claim.



03 Step 3: Log Your Meal

Add the nutritional information you have measured out to your choice of tracking app or write down the information as you cook (that way you don't forget to add it later).
At the end of the day, you should be able to either add up or see your macro calculations displayed on your app of choice (at the top for Macro Factor, but I believe located at the bottom of the screen under Nutritional Facts for MyFitnessPal).

Nutrition Facts
Serving Size oz.
Serving Per Container

Amount Per Serving:	
Calories	Calories From Fat
	% Daily value*
Total Fat	%
Saturated Fat	%
Trans Fat	
Cholesterol	%
Sodium	%
Total Carbohydrate	%
Dietary Fiber	%
Sugars	
Protein	

*Percent Daily values are based on a 2000 calorie diet. Your daily values may be higher or lewer depending on you calorie needs.

Nutrition Facts
Serving Size 10 oz.
Serving Per Container 5

Amount Per Serving	
Calories 200	Calories From Fat 200
	% Daily value*
Total Fat 10 g	35%
Saturated Fat 1.5g	11%
Trans Fat 0.0 g	
Cholesterol 0 mg	1%
Sodium 210 mg	15%
Total Carbohydrate 15 g	3%
Dietary Fiber 2 g	3%
Sugars 3 g	
Protein 30 g	

Vitamin A	3%	• Vitamin C	3%
Calcium	6%	• Iron	6%

*Percent Daily values are based on a 2000 calorie diet. Your daily values may be higher or lewer depending on you calorie needs.

DRINK YOUR WATER!

BENEFITS OF WATER

- Regulates body temperature
- Keep joints lubricated Prevent infections
- Deliver nutrients to cells
- Transporting waste product
- Keeps skin healthy
- Improves sleep quality, cognition, and mood
- Increased performance during exercise
- Increased recovery from exercise
- Aids in weight loss

SIGNS OF DEHYDRATION:

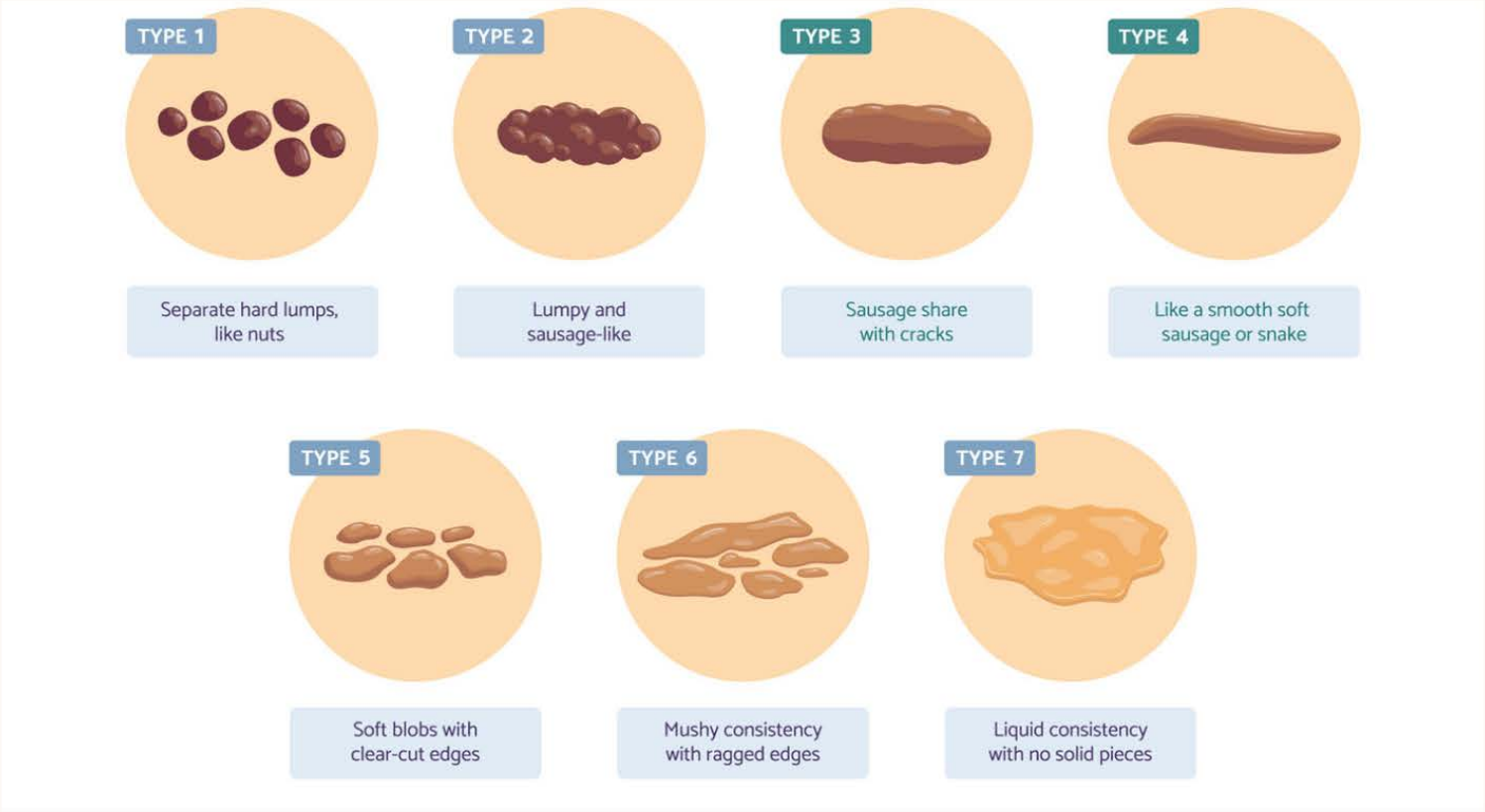
- Brain fog + trouble concentrating
- Increased appetite + cravings
- Headaches + dizziness
- Low energy + sleepiness

*GOAL WATER INTAKE:

100-120 oz/gallon of water a day!

MIGHT BE TMI BUT...

Our feces is a big tell of how bad or good our diet can be
(along with being directly correlated to our health and any possible health conditions we may be experiencing).
Take a look at the chart below:



As seen in the chart, types 3 and 4 are the goal when it comes to your fecal health.

Good Fecal Health is a sign that:

-Your gastrointestinal system is pumping nicely.
-You're getting plenty of fiber and other nutrients.
-Your hormones are happy.
-You aren't overly stressed.
-Your intestinal flora are balanced and thriving.

Also Remember:

-One to three bowel movements per day = ideal.
-If it sinks, your fiber intake is probably good.
If it floats, you may be eating more fats than fiber.
-and lastly, the color matters. Brown is best.

LET'S CHAT CYCLES

FOLLICULAR PHASE:

This is the fun phase!
Pain tolerance, endurance, energy/motivation, strength, insulin sensitivity, and force generation capacity are all increased.
This phase is optimal for muscle growth as muscle glycogen is better utilized and is a good time for higher carbs/refeeds.
This phase begins on the first day of your period and ends when you ovulate.

OVULATION:

In this phase, you still feel good, but you need to pay extra attention to form! Tendon elasticity decreases as Estrogen increases. You can still feel strong and energized in this phase, but you may be more susceptible to injuries.
This phase usually happens between days 10-18 of your cycle.
This is when an egg is released from the ovary to be fertilized.

LUTEAL PHASE:

This is the phase when life feels complicated.
Progesterone, water retention, metabolism, cravings, and mood changes increase. Serotonin and strength decrease.
Your 100% may not be the same every day and unwarranted emotions may ensue. This is an excellent time to incorporate LISS and maybe even take an extra rest day.

MENSTRUATION/PERIOD:

Metabolism returns to normal. Water retention and PMS symptoms decrease with time. Mood and energy may increase after the first 1-3 days. The cravings, bloating, and tears have all calmed down and make sense now. If you know you're susceptible to having low iron levels, this supplement may be ideal for you (especially due to the blood loss). After 5-7 days, we start the cycle all over again.

The Hormones

ESTROGEN

THIS HORMONE REGULATES BONE HEALTH, CHOLESTEROL, SKIN HEALTH, HEART HEALTH, BRAIN FUNCTION, VOICE FUNCTION, YOUR MOOD, BREAST SENSITIVITY, CHILDBIRTH, AND SO MUCH MORE. IT WILL RISE AND FALL THROUGHOUT YOUR CYCLE.

FOLLICLE STIMULATING HORMONE (FSH)

FSH STIMULATES FOLLICLES ON THE OVARY TO GROW AND PREPARE THE EGGS FOR OVULATION. AS THE FOLLICLES INCREASE IN SIZE, THEY BEGIN TO RELEASE ESTROGEN AND A LOW LEVEL OF PROGESTERONE INTO YOUR BLOOD.

LUTEINIZING HORMONE (LH)

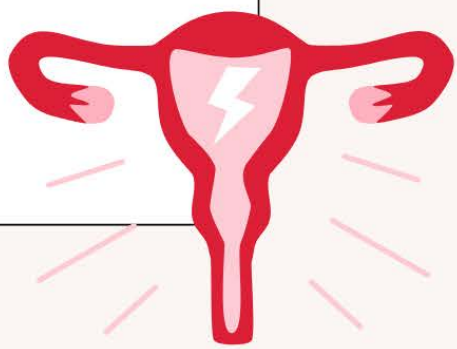
THIS HORMONE SHOOTS UP RIGHT BEFORE OVULATION AND HELPS STIMULATE PROCESSES IN YOUR BODY THAT ARE IMPORTANT FOR SEXUAL HEALTH, DEVELOPMENT, AND REPRODUCTION.

PROGESTERONE

THIS HORMONE PREPARES THE ENDOMETRIUM (LINING OF YOUR UTERUS) FOR A FERTILIZED EGG TO IMPLANT AND GROW. IF A PREGNANCY DOESN'T OCCUR, THE ENDOMETRIUM SHEDS DURING YOUR MENSTRUAL PERIOD. IF CONCEPTION OCCURS, PROGESTERONE INCREASES TO SUPPORT THE PREGNANCY.

TESTOSTERONE

BOTH MEN AND WOMEN PRODUCE THIS HORMONE (ALTHOUGH MEN IN HIGHER AMOUNTS)! IT JOLTS YOUR SEX DRIVE AND INFLUENCES ENERGY AND MUSCLE-BUILDING. AN INCREASE IN TESTOSTERONE OCCURS DURING THE MIDDLE OF YOUR CYCLE, MAKING IT AN IDEAL TIME TO LIFT HEAVY AF.



SLEEP, STRESS, & ALCOHOL

SLEEP

Sleep quality is a major factor that influences your recovery from training, and lack of sleep can drastically affect your performance inside and outside the gym.
In order to function at our optimal level, our bodies REQUIRE sleep.

<u>If you are frequently experiencing bad sleep or restless sleep, this may cause:</u>

-Insulin Sensitivity
-Appetite/Hunger Spikes
-Increase in Blood Pressure (hypertension) and Cholesterol (hyperlipidemia)
-Affect Metabolic systems
(higher chance for type 2 diabetes)
-Decreased Immune System Function

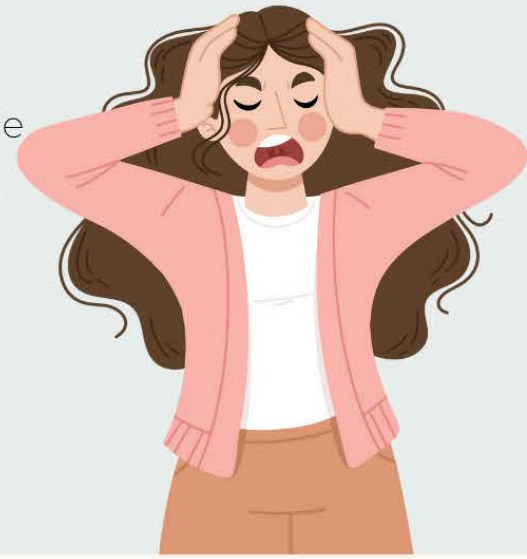
<u>Way to Improve Sleep:</u>

1. Checking your digital time and how often you are on a screen. If excessive, it may be best to limit screen time, especially before bed. There are screen time trackers on our phones and apps that can help you stay focused on prioritizing immediate tasks that need attention! (My new favorite is Forest)
2. Lighting. The amount of light in a room and the type of light can affect your brain's ability to prepare you for sleep. The earlier lights are off, limited, or even switched to a more calming shade, the better.
3. Limit caffeine intake after 12 pm (and especially before bedtime!)

STRESS

Cortisol is the primary stress hormone that can affect your body and mind.

Straight from Harvard: "Persistent epinephrine surges can damage blood vessels and arteries, increasing blood pressure and raising the risk of heart attacks or strokes. Elevated cortisol levels can inadvertently contribute to the buildup of fat tissue and weight gain."
Cortisol can increase appetite and cravings, thus people will want to eat more to obtain extra energy or provide comfort during hard times.
It also increases the storage of unused nutrients as fat.
Thus, it's essential to learn how to manage stress or anxiety as much as possible.



ALCOHOL

Over time, excessive alcohol use can lead to chronic diseases and other serious problems, including alcohol use disorder and problems with learning, memory, and mental health.

In addition to the above information, alcohol can also raise one's blood pressure and increase the risk of heart disease, stroke, liver disease, and certain cancers.
While it's okay to drink every now and then, also consider the fact that alcohol provides no nutrients that the body can utilize, thus "empty calories" will add up over time (see chart below for caloric averages) 👇

ALCOHOL CHART

*This chart is provided by
MyFitnessPal