

➔ **THE LOOK BOOK** ➔

THE **TOTAL** TRANSFORMATION

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

**6 WEEK
TRANSFORMATION
CHALLENGE**

CHECK OUT **2** INSPIRATIONAL
PEOPLE, WHO THROUGH USING THIS
PLAN HAVE TRANSFORMED THEIR
BODIES AND CHANGED THEIR LIVES.

IF THEY CAN DO IT, WHY CAN'T YOU?

**SUCCESS IS ABOUT WORKING
SMARTER NOT HARDER**

OAKMONT FITNESS
— EXCLUSIVE MEMBERS CLUB —



WELCOME TO OAKMONT FITNESS

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

FIRST, 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:

■ Becca on page 11

■ Alicja on page 12

You will begin to realize 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, ME. 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 6 week transformation is just the start, once you start reaching your initial goals you will realize the sky is the limits. From the testimonials you will see that many of my clients took it beyond 6 weeks and achieved amazing transformations. This is why we offer 6 and 12 month programs.

What really makes this program 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

Aivaras & Joe

PS: Set up a free consultation where we will talk about your goals and what you have done before. No obligation or pushy sales people. Just a genuine care and concern for you obtaining your goals. Call 07712 608998 or Email aiv@oakmontfitness.club



Aivaras



Joe



TRANSFORMATION SECRETS

A person is performing a handstand on a sandy beach. They are wearing striped shorts and are upside down. In the background, another person is walking away from the camera, carrying a surfboard. The ocean and waves are visible in the distance.

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.



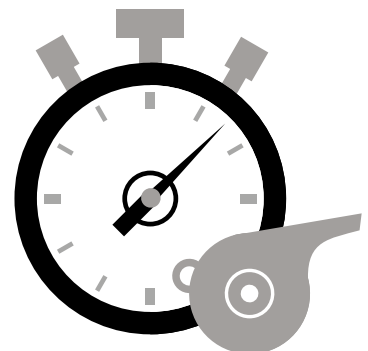
SECRET 1

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 off 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.



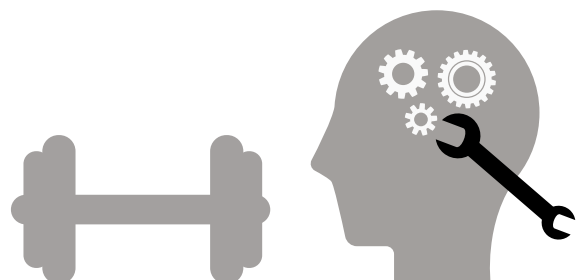


SECRET 3

STRENGTH DOES MATTER

For too long cardio has taken center 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 Arnie, 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 program 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?

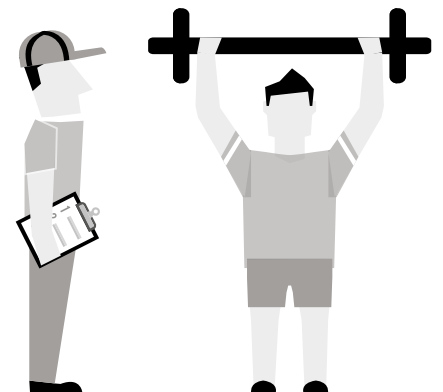
Because most people can't get to grips with three simple factors:

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.



A black and white photograph of a man with a beard and short hair, wearing a dark t-shirt and shorts, in a boxing gym. He is wearing boxing gloves and is in a dynamic pose, hitting a large, dark, cylindrical heavy bag with his right arm. His left arm is bent and held near his chest. The background shows several other heavy bags hanging from the ceiling, each with a 'TITLE' logo. The floor is made of wooden planks. The text 'TRANSFORMATION' is written in large, bold, white capital letters across the middle of the image. Below it, the word 'TIME!' is written in a similar style, flanked by two large, white, stylized arrows pointing towards it.

TRANSFORMATION
→ **TIME!** ←

CHECK OUT THESE TRANSFORMATIONS FROM TWO OF OUR AMAZING CLIENTS:

BEFORE



39 LBS!

AFTER



JEN

TRANSFORMED!

LOST

39 LBS

BEFORE



31.9 LBS!

AFTER



KATHY

TRANSFORMED!

LOST

31.9 LBS

BECCA

FEATURED TRANSFORMATION



BEFORE



AFTER

Can you describe your 1-2 top goals when you started?

1. Tone up
2. Maintain a good level of fitness

In point form, can you list your achievements training with me thus far?

1. More focussed
2. Stronger
3. Much more motivated
4. More knowledgeable with exercises I can do in the gym
5. More toned

In three sentences or less, can you describe any reservations that you had before we started working together?

The cost of a PT.

Whether the sessions would be worth the money.

Would it make a difference to my fitness level.

And would we get along.

In 3 sentences or less, can you explain how I was able to help you with your reservations?

The sessions are worth every penny. My fitness level has improved significantly, I am now much more confident in the gym and understand what each exercise is doing for me.

In the sessions with you I am able to push myself to my limits and feel proud of what I have achieved.

8. Is there anything else at all that you'd like to add?

In the time I have been training with Aiv, I was really pleased to improve my fitness and tone up to a level I was happy with. I have since become pregnant, and although my goals have changed, Aiv has given me a variety of sessions and ideas on how I can maintain exercise during pregnancy and the safest way to do this.

ALICJA

FEATURED TRANSFORMATION



Can you describe your 1-2 top goals when you started?

1. Tone my skinny-fat body and get abs
2. Improve my strength and level of fitness

In point form, can you list your achievements training with me thus far?

1. I am able to do „real” push ups and chin ups now
2. I have changed my lifestyle and quit cigarettes after 17 years of smoking I increased overall muscle strength
3. I toned my whole body and get visible abs

In three sentences or less, can you describe any reservations that you had before we started working together?

My main reservations were getting out of my comfort zone and exercise at the gym (especially at the free weights area) and a lack of knowledge how to use equipment, generally I didn't have a clue what to do and I was afraid I would embarrass myself.

In 3 sentences or less, can you explain how I was able to help you with your reservations?

With your help and motivation I quickly improved week by week; I have learnt a lot from you and I feel much more confident now with the knowledge I have gained.



8. Is there anything else at all that you'd like to add?

Aivaras is always 100% focused and he continues to encourage and motivate me to do better every time, training sessions with him quickly became the highlight of my week.



THE IMPORTANCE OF SEEING INTO THE FUTURE

One of the biggest stumbling blocks to any weight loss or fitness program 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 6 weeks. Then determine 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. 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 six weeks and choose the percentage range that best reflects that goal
3. Set goals beyond 6 weeks, 12, 18, 24 and even longer

BODY FAT TABLES



WOMEN

BODY FAT TABLES – WOMEN

PERCENTAGE BODY FAT	WHAT IT MEANS FOR WOMEN IN GENERAL	WHAT YOU SHOULD BE DOING
10-12%	<p>This is incredibly LOW and is not considered safe or healthy. This is competition level body fat for body builders, and is not something even they keep up year round.</p> <p>Externally you will have clearly visible veins. Your hair and skin health may be affected and you are likely to look drawn. These are just the external implications, the internal are likely to be a lot worse.</p>	Unless you are a professional body builder and under medical supervision this is NOT advisable. You need to be making a conscious effort to gain weight and seeking medical support if necessary.
15-17%	<p>This is still lower than what would be considered healthy and is the kind of levels people try to achieve if competing in fitness competitions.</p> <p>Muscle definition will be high, but it is unlikely that you will have many curves.</p>	One thing you should be constantly monitoring is your menstrual cycle. If this stops or becomes irregular you should consider gaining weight immediately.
20-22%	<p>This is where you should be looking to be if you are wishing to be considered in the 'physically fit' category. This is the body fat percentage that high functioning athletes try to maintain year round.</p> <p>Muscles will be well defined, without any excess weight in "trouble" areas. You will have reached a healthy balance where your body has the nutrients and fats it needs to provide you with the energy you need to enjoy life to the fullest.</p>	<p>If you are here give yourself a clap – you deserve it!</p> <p>You are clearly living an active, fit and healthy lifestyle. Have found the perfect balance of calories in vs calories out.</p> <p>Keep doing what you are doing as it is WORKING!</p>
25%	<p>For most women you are in the DREAM range. The perfect mix of toned and curvy. With clearly defined hips, thighs and buttocks – you are not too slim and not too heavy!</p> <p>So I am hoping you feel comfortable in your skin and accept while we all have 'problem areas' (which are easily addressed), you are pretty much perfect.</p>	<p>This is a great bracket to be in. If you are able to keep your body fat stable at this level you will be amongst the slimmer end of western society and should be feeling happy about the way you look and feel.</p> <p>Our only note would be keep an eye on the scales and tape measure every now and then, as it is easy to slip down a bracket.</p>
30%	<p>This is a real grey area, as it really depends on age. Below 30 and you should be aiming to go down a category or even two. Once you have hit your mid 30s you are in what is considered "normal" range. Over 45 and you are starting to head towards the lower end of normal.</p> <p>That being said, normal does have its limitations and is based on averages taken from a society that is expanding rapidly.</p>	<p>While for lots of age brackets a body fat percentage of 30 is considered normal we would say it is time to get more active. As it should be noted that a percentage of 32 plus is considered obese.</p> <p>It may also be time to take a look at your dietary intake and cut down on the treats and snacks. Trying for cleaner eating is where you should be heading.</p> <p>Muscle tone is likely to have dropped significantly, so how about picking up some weights.</p>
35%	<p>At 35% and beyond weight gain becomes a lot more obvious. It will show on your face and neck and in less supported 'soft-areas' stretch marks may appear. You will begin to see evident stomach rolls and folding of skin over the bra strap and over the waist band of trousers.</p> <p>In terms of body measurements we are talking about waist measurements of 32 inches (80 cm) and hip measurements around the 40 inches (1m) mark.</p>	It is time to get seriously active. From here up it is a slippery slope where your body fat will begin to start impacting your health. Number one thing is to simply get active and cut out all the high sugar, processed, foods and start looking at your caloric intake.
40%	Waist around 35 inches (89 cm) and hips of 42 inches (1.07 m)	You need to take drastic measures to start correcting your lifestyle as your health is at risk. Consult a medical professional for advice on the best way of doing this, so to not negatively effect your health.
45%	Waist 37 inches (94cm) and hips reaching 45 inches (1.14 m)	
50%	Waist beyond 40 inches (1m) and hips exceeding 45 inches (1.14 m)	

BODY FAT TABLES



MEN

BODY FAT TABLES — MEN

PERCENTAGE BODY FAT	WHAT IT MEANS FOR MEN IN GENERAL	WHAT YOU SHOULD BE DOING
3-4%	<p>This isn't just low, it is off the scale. This is where the worlds top few body builders aim to be during competitions. It is totally unsustainable and inadvisable.</p> <p>Visibly this goes beyond muscle definition, now striations on muscles can be clearly seen. You will also be incredibly vascular. Skin, hair and nails are likely to be negatively effected.</p>	<p>Unless you are a professional body builder and under medical supervision this is NOT advisable.</p> <p>Even still you need to be constantly monitoring your hydration. For all those who are not a professional body builder with a medical support team, you need to be making a concious effort to gain weight and seeking medical support if necessary.</p>
6-7%	<p>This is still lower that what would be considered healthy and unlikely to be sustainable. It is the kind of body fat percentage that fitness competitors and magazine photo shoot models will be striving for during contests and shoots but certainly not year round.</p> <p>You almost certainly will have had comments from loved ones who are concerned about your drawn or gaunt appearance.</p>	<p>Having this low body fat naturally makes you a rare individual. For all those working to be here, you need to ask yourself why and acknowledge that it is not sustainable or healthy.</p> <p>You need to make sure you are getting the right nutrition to remain healthy as this low level of body fat could mean your body is being under nourished.</p>
10-12%	<p>You are in the realms of the 'athletic men', take a minute to let that sink in. This is where highly functional athletes like to maintain the body fat percentage year round.</p> <p>In terms of physical appearance you are likely to have that beach body that men desire and women adore and the six pack to match. Arms and legs will be equally toned and are likely to be vascular.</p>	<p>Congratulations!! To be bracket here means you have an active, healthy, fit lifestyle and what you are doing as it is WORKING!</p>
15%	<p>Welcome to the range of the 'fit and lean'. Perhaps the most enviable of all brackets, you may not have the muscle definition of the group above but you will still have a great overall shape and hopefully the confidence to match it.</p>	<p>This is a great bracket to be in. If you are able to keep your body fat stable at this level you will be doing great and should be feeling happy about the way you look and feel.</p> <p>Our only note would be keep an eye on the scales and tape measure every now and then, as it is easy to slip down a bracket.</p>
20%	<p>There is nothing wrong with being in this group, although most men in here yearn to reach the one above.</p> <p>The reason being is their bodies will still be described as soft, with little muscle definition. They are also likely to still have small fat rolls around their waistlines and certainly wouldn't be described as athletic.</p>	<p>This is a very 'normal' bracket to be in, but then who wants to be 'normal' or average. It is also worth bearing in mind that from 25% onwards you are entering the range of being considered obese.</p> <p>Increasing activity levels, especially lifting weights to increase muscle tone will make a remarkable different. Eating healthily is also likely to have an impact.</p>
25%	<p>If you are in this bracket, well it is time to make some lifestyle changes. While you probably can camouflage the weight gain in loose fitting shirts, dress trousers are likely to be another issue. Weight will start creeping onto the face and neck too, with a definite thickening of the features.</p>	<p>It is time to get seriously active. From here up it is a slippery slope where your body fat will begin to start impacting your health. Number one thing is to simply get active and cut out all the high sugar, processed, foods and start looking at your calorific intake. Strength exercise programs are a great way of seeing fast results.</p>
30%	<p>Waist lines between 36 – 38 inches (91 – 97 cm) are highly likely with this kind of body fat score. Weight gain will not just be noticeable around the mid-drift, with face, neck, sides and lower back also noticeably bulkier. Waists will appear larger than hips.</p>	<p>You need to take drastic measures to start correcting your lifestyle as you health is at risk. Consult a medical professional for advice on the best way of doing this, so to not negatively effect your health.</p>
35%	<p>This body fat percentages results in waist lines exceeding 40 inches (1 m), beer belly waistlines that roll over the top of jeans are also a highly likely scenario.</p> <p>The abdominal fat that you will now be carrying will have a significant impact on your health and can reduce lifespan if allowed to continue.</p>	
40%	<p>This is where you are approaching morbidly obese and are likely to be tipping the scales at 270 pounds (122 kg) plus. It is time to take action NOW – but you are likely to need to consult a doctor first.</p>	



TRANSFORMATION

➔ **TIME!** ➔

Remember previously we mentioned accountability and how we 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 center stage.



Aivaras



Joe

What do I want in return?

Our business is built on reputation, that is the secret to the fitness industry. Simply telling people we can transform their lives, their bodies, their health is not enough any more. We 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 my 6 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:

07712 608998

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

Aivaras & Joe

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