

Training For Life

An NCAA Quality Experience Tailored to Our Student-Athletes



J4 PERFORMANCE

An Integrated Health & Wellness Experience

Welcome Teammate



The information in this document will provide you with details about the U18 training program for student-athletes in Grades 9-12. If we missed something, please let us know so that we can make the appropriate updates.

Please make time to read ALL INFORMATION provided in this document BEFORE reaching out to ask questions, as this document was created to provide as much information as possible in effort to answer questions that you may have. If you still require more information and/or have additional questions, please feel welcome to email jimmy@j4performance.net. Thank you in advance 😊

For You, We Hope Health, Happiness and Success

Simplifying Performance

Performing well in sport and life doesn't need to be complicated. Whether it's related to nutrition, sleep, technology, or equipment, one of our goals is to remove any unnecessary barriers. Based on experience working with 1000+ athletes, a minimalist approach to training and overall health helps young people learn new skills and improve their confidence at a faster rate.



There are 3 main reasons why we use the equipment that we do:

1. We can accomplish A LOT with very little in a short amount of time. Ultimate sandbags and kettlebells—alone and combined—can serve as a full body “gym” at your fingertips.
2. When coached and used correctly, we can create stronger connections throughout the entire body, which is the main goal of functional training. Functional training will help you build muscle and perform better.
3. To simplify your experience. You will learn how to do the basics well using your machine (your body) and minimal equipment. You progress at your own rate based on your learning process and physical abilities.

Program Value & Team Expectations

The U18 Training For Life program is designed to help junior and senior high school athletes prepare for life during and after high school. This program is open to all athletes and is highly recommended for those who want to play junior hockey and other college sports. A typical session is roughly outlined as follows:

Warm Up – 20:00

Personal Corrective Exercises – 10:00

Strength & Conditioning – 25:00

Cool Down – 5:00

The “Big 4” Team Expectations

1. Communication – building strong, trustworthy relationships with all our youth athletes is important to us. We want to encourage all youth to speak their mind and be able to have uncomfortable conversations if/when necessary. As it relates to training, verbally answering questions will be required to ensure that both coaching staff and athletes are on the same page.
2. Accountability – relates to setting up / breaking down equipment, showing up early, and giving a best effort. Athletes are also accountable for their teammates who are late and are expected to help set up their equipment if/when needed. We understand that things come up or that your schedule as parents may be busy. In this case, communicate with us in the case that you will be late so we can prepare accordingly.
3. Attention to Detail – to prioritize safety, student-athletes are expected to be active listeners, which includes maintaining eye contact during team discussions, positive body language, asking questions, etc. We do not expect perfection, but we do expect a willingness to listen and learn.
4. Dress Code – Because our team is mixed with both girls and boys, it's important to mention that we are all training to improve, not to show sex appeal. For this reason, boys are not allowed to train in cut off shirts or tank tops and girls are not allowed to train in tank tops or booty shorts.

Investment Options

New Client Initiation

1:1 Consultation & Physical Screening	\$300
(2) Training Foundations Classes (90-min each)**	\$100
Seasonal Training Program	\$600 - \$900

TOTAL (tax included): **1 payment of \$1,000 - \$1,300**
or
3 installment payments

**Training Foundations Classes are one-time fees for new clients only. If you're a continuing client, all you pay for are seasonal programs and follow up physical screenings.

A Gift of Health

Fresh fruit is provided after every session and is included in your investment.

2022 Training Programs

2-Day Spring – T & R @ 3:45pm	24 sessions = \$600
3-Day Spring – T, R, F @ 3:45pm	36 sessions = \$900
• April 12 th – July 1 st	
2-Day Summer – T & R @ 5:15pm (subject to change)	24 sessions = \$600
3-Day Summer – T, R, F @ 5:15pm (subject to change)	36 sessions = \$900
• July 5 th – September 23 rd	
Fall	TBD
Follow Up Physical Screening	\$100

Family Discounts

Please click on the link provided to learn more about our family discounts:

<https://www.j4performance.net/family-rates>

3 Simple Steps To Join

Step 1: Complete Pre-Participation Forms

These forms will provide us with necessary information about your past and present state of health so that I can gain a basic understanding of your wants, needs and any special considerations (i.e., asthma). Also included in this packet are the Informed Consent and Social Media Waiver forms that need to be filled out completely.

Step 2: Schedule Your Consultation & Physical Assessment

This meeting is a great opportunity to build our relationship. We will discuss your short- and long-term goals, some health foundations and further discuss the information you shared in the pre-participation packet. Anything and everything are up for discussion, so please feel welcome to ask as many questions as you would like, whether it's program-related or not. I will have questions to ask too =)

Once we complete our discussion, Jimmy will conduct a full body physical assessment to establish your unique starting point. The results of the assessment will help highlight any potential imbalances, weaknesses, and/or limitations that could predispose you to risk for injury. You may also be provided with referral options to help in correcting any potential risk factors if needed.

Based on your results, you will be prescribed corrective exercises to improve any physical limitations/imbalances, which will be a part of our in-person training sessions. You will also be prescribed home exercises to help you move better, feel better and gain the most benefit from consistent participation in the program. You will be provided with detailed written instructions and visual instructions via video that explains how to perform each exercise correctly.

Your 1:1 consultation can take anywhere from 40-60 minutes, so please allocate time in your schedule for up to 60 minutes.

Step 3: Submit Payment

Once you schedule a day & time to meet w/ Coach Jimmy for your consultation, the next step is to submit payment PRIOR TO meeting for our consultation. You will be emailed an invoice with a pricing break down so that you know how much to pay and what exactly it is you are paying for. Please contact jimmy@j4performance.net to set up payment plans.

Frequently Asked Questions

What should I expect during the consultation?

One of my goals as a coach is to make sure that you feel like a valued team member. Our 1:1 consultation is a great opportunity for us to start beginning a trusting relationship as we discuss what you want to gain from your commitment to yourself. Our formal discussion will include talking about hydration, nutrition, sleep, stress management, time management, and so on. Ideally, we will discover some simple strategies together that work for you. Following our discussion, we will conclude our consultation by guiding you through a physical screening.

Why do I need to go through a physical screening?

Injury prevention is always the #1 consideration, which is why we need to assess rather than guess what your unique physical needs are. The physical screening assesses joint mobility and stability to highlight any potential physical imbalances and/or limitations (i.e., limited shoulder mobility).

Based on the results, you will be prescribed 3 exercises to do in our training sessions together. These exercises are aimed to help correct any limitations (i.e., shoulder mobility), which can help reduce the chances of future injury during and outside of training sessions.

You will also be prescribed exercises to do at home to help accelerate your progress towards better movement, strength and power. All prescribed exercises will be demonstrated via YouTube videos and written descriptions created by Jimmy. In some cases, some YouTube videos that Jimmy shares with you may be created by another credible professional(s) in the field of functional movement.

Overall, your physical screening results help provide us with your unique starting point. Even though you will be training with other people, you will be progressed safely and appropriately based on your individual needs, and no one else's. You will likely be doing similar exercises as other people, and if this is the case, please know that it is likely because it is the best option for both of you. For example, many people have limited ankle mobility, which would explain why more than 1 person has been prescribed the same exercise. If there is a different variation that better meets your needs, then you will be prescribed a different exercise. The best exercises are the exercises that help you move, feel and look better.

Why are follow up physical screenings necessary?

Sports and life in general put wear and tear on the body, so it is essential that we stay ahead of this fact as much as possible. Some athletes experience minor and/or serious injuries that can change how individual joints function and how they move in general. Follow up physical screenings allow me to know if anything has changed for better or worse since our 1st physical screening. Based on the results, we adjust their personalized training program to meet their revised physical needs to help reduce the chances of future injuries.

Why do I need to participate in two Training Foundations sessions?

Success begins with proper training education. These sessions will serve as a great opportunity to learn the basics of functional training so that you have a strong foundation to improve upon. We will spend most of our time talking about how to use our hands and feet to connect the core muscles. Understanding the basic principles will help you feel more confident going into your 1st session with other participants. These sessions will also serve as an additional opportunity for us to continue to grow our relationship that we started in our 1:1 consultation.

In the case that you are signing up with 4-6 new participants, we will spend the first 2-6 sessions learning the training foundations together.

How many days per week should I train?

It generally takes 6 consecutive weeks, training 2x/week to notice and gain results from one's commitment to training. Consistency is more important than how much weight you lift and how fast you progress. Being accountable to showing up every session will greatly benefit you in reaching your short- and long-term goals.

I can understand that things come up and schedules can change. If you join halfway through a 12-week program or happen to miss a session then and now, not to worry. Every training session can be easily adapted to meet you where you are on any given day. Every exercise can be exchanged for a different exercise if that's what you need. The training program is never set in stone, but always adaptable to your needs.

Do training sessions expire?

Yes, however, we do understand that things come up in which athletes are not able to attend all sessions. If this happens, we allow for two missed sessions, which are carried over towards an investment in the upcoming seasonal program. For example, if you invest in the 2-Day Spring program (22 sessions), up to two missed sessions will be carried over and put towards your investment in the upcoming seasonal program, which means you'll pay for two less training sessions of the total program. Training session expiration dates are to encourage commitment and consistency, which is in the best interest of our athletes because they have goals that they want to achieve as a result of training with us.

What is "Training Age" vs. Biological Age?

An individual's "Training Age" refers to how many years of experience they have participating in a structured weightlifting or speed training program. Training age is different than biological age, which simply means how old an individual is.

A 14-year-old teenager who has never lifted weights or participated in a strength & conditioning program would therefore have a training age of zero. In this case, s/he would start at square 1, learning the basics of "How To Train". The older the athlete, the more likely it is that s/he will progress at a faster rate compared to a 9-year-old. Training age is always considered to be more important because injury prevention is the #1 goal for all student-athletes.

What is Sport-Specific Training?

The purpose of sport-specific training is to improve flexibility, strength, speed, agility, and power to meet the demands of a specific sport. Using hockey as an example, the sport-specific demands of a real game require athletes to stop, rapidly re-start and change directions in response to the puck, teammates and/or opposing players. They must also be strong and resilient due to the high amount of physical contact. Power is required in order to explode onto the ice and take hard shots. Volleyball, basketball, and baseball players also must be able to stop, start and re-accelerate, as well as have great strength and power to jump and swing. The greatest difference between these sports is the amount of physical contact they will experience in practice/game situations. The main takeaway I'm trying to emphasize is that most athletes need similar qualities. There is no magic number but based on my experience working with 18 different collegiate athletic teams, 80% of our programs were quite similar across all sports, from football to

swim & dive. The remaining 20% includes training that is unique to an individual athlete and sport, such as an offensive lineman in football.

What is In-Season Training for Student-Athletes?

A common concern for many student-athletes and their parents is feeling too sore and/or tired from training, causing them to wait until the off-season to participate in a strength & conditioning program. However, it is highly recommended that in-season student-athletes train AT LEAST 1x/week to maintain overall strength & flexibility. Training 2x/week while in-season is IDEAL, and it is in fact safe to train as often as 3x/week while in-season. This is accomplished by adjusting the program based on an individual's competitive schedule.

What is Off-Season Training for Student-Athletes?

Following a competitive season is THE BEST TIME to prioritize strength & conditioning. It is recommended that student-athletes train AT LEAST 3x/week in order to achieve big gains in endurance, strength and power while not having to worry about performing in a competition. It is not uncommon to train as often as 5-6x/week to prepare for an upcoming season. In this case, the overall design of a training program focuses on balancing the intensity of training sessions to ensure that participants are progressing in a safe manner while avoiding overtraining.

It is important to mention that to be considered off season, the student-athlete is completely detached from their main sport of choice. This means no practice, skills sessions or scrimmages. During this time, it is highly encouraged that student-athletes enjoy other sports and types of physical activity (i.e., riding a bike), and perhaps most importantly, mentally detach from their main sport so that they are fresh and motivated to commit to their upcoming season.

When Should My Kids Begin To Specialize In One Sport?

There is no "right time" to pick one sport to specialize in, but of course there are times when a young athlete enjoys playing one sport more than others.

Whenever you notice this as a parent, please know that it is important for overall future development for your kid(s) to play as many sports and engage in as many different types of physical activity when possible.

Most great athletes have a large movement vocabulary, which means that they are athletically successful in a variety of sports and activities compared to just one (i.e., a right-handed golf swing). Participating in a variety of sports and physical

activity will improve athletic performance in your kid's main sport because athletic variety helps develop a better overall athlete.

If/when the time comes for your child to play one sport for most of the year, they NEED an off-season to get away from the sport mentally to avoid burn out. Physically, the off-season is the best time to increase the intensity of their strength & conditioning program, enjoy other sports and physical activity such as soccer, hiking, riding a bike, and really anything that is not their sport of choice.

What If My Kid(s) Have Practice Following A Training Session?

I can understand when parents express concern or uncertainty about training immediately before engaging in another extra-curricular (i.e., dance, hockey, baseball, etc.). Please know that our training sessions are not designed to make participants tired, sore, and/or sweaty. These may be side effects of what we do but are never the main goals of our sessions.

It is not uncommon for athletes to train beforehand, and in many cases, it can be highly beneficial because the skills that we train are intended to improve movement, strength, speed and power for sports performance.

We also provide fresh fruit for participants to take with them on the go in the case that they do have something else to do following our sessions. It is recommended that participants bring additional snacks with them if they need and to consume a well-balanced meal that includes protein following their last bout of physical activity on any given day.

What Makes You Different Than Other Trainers/Coaches?

I am a certified strength & conditioning coach, which requires a minimum standard of having a bachelor's degree in kinesiology. As a certified strength & conditioning coach, I have specialized knowledge that most trainers do not possess. I have also coached 1000+ athletes up to the University level. It is my current understanding that very few coaches have an equivalent background as it relates to training athletes in terms of quantity and quality of education and experience.

In addition to my extensive knowledge and experience, I make an effort to go above and beyond for my athletes. I believe it is part of my role as their coach to support them outside of our in-person sessions, whether that's watching their athletic competitions/events or helping them with personal matters such as preparing for life after high school, having personal conversations, etc.

Jimmy Nicholson, MS, CSCS, RKC, TPI

Strength & conditioning coach, Jimmy Nicholson, has been an emerging leader in the fitness industry for 9 years. In 2015, Jimmy started a new journey at the University of La Verne where he would earn a BS in Kinesiology while playing for the men's golf program. He then transitioned to become an NCAA strength & conditioning coach for 18 athletic programs and an assistant men's golf coach while earning an MS in Leadership & Management. Jimmy holds several certifications, including that of a Certified Strength & Conditioning Specialist and Russian Kettlebell Certified Instructor.



Jimmy's passion for sports in general has led him to discover a greater passion for training student-athletes of all sports, backgrounds and skill levels. His many parents, coaches, teachers and mentors have inspired him to become a leader for young people to trust and learn from. As a former athlete who was born and raised in the Spirit River area, he cares a lot about all our student-athletes. He cares even more about the next 5, 10, and 50 years of their lives. His intention is to work with young people to find simple solutions that help prepare them for success in school, sport and life, while overdelivering in the process.