

# 1:1 Training

A Customized Approach for Optimizing Overall Health



## J4 PERFORMANCE

An Integrated Health & Wellness Experience

# Welcome Friend



The information in this document will provide you with the details about 1:1 personal training for youth and adult athletes. If we missed something, please let us know so that we can make the appropriate updates to this information packet.

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 with the aim to answer questions that you may have. If you still require more information and/or have any follow up questions, please feel welcome to email [jimmy@j4performance.net](mailto:jimmy@j4performance.net). Thank you in advance 😊

For You, We Hope Health, Happiness and Success

# Simplifying Health & Fitness

Health & fitness don't need to be overly complicated. Whether it's related to nutrition, sleep or fitness, one of our goals is to remove unnecessary barriers so that you can feel more comfortable, confident, and have the knowledge and tools that you need to be successful in your journey towards better overall health.



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. The design and intent behind using such equipment makes functional training possible. Whereas bodybuilding attempts to isolate muscles, the goal of functional training is to CONNECT muscles throughout the body to help you move, feel, and look better.
3. To SIMPLIFY your experience. You will learn how to do the basics well using your machine (your body) and minimal equipment. With patience and practice, you will have the knowledge and skills to invest in your own equipment if you would like without breaking the bank.

# Integrated Strength & Conditioning

Overall health includes 4 quadrants of health that influence one another: physical, mental, relational, and environmental.

## **Physical**

Our programs are based on functional training because the muscles and joints work as one system in everyday life outside of the gym. We do not use machines or attempt to isolate muscles as done in bodybuilding because doing so goes against the natural function of the muscles, joints, and human body as a whole. We use minimal equipment to improve full body flexibility, strength, power, and several other physical qualities. We do not workout. We practice skills that make us more resilient to potential injury, sickness, disease, etc.

## **Mental**

We integrate concepts taught in yoga and Russian martial arts, such as setting an intention for every practice, focusing on the task at hand, and breath control. Setting an intention every session brings more purpose and serves as a regular reminder for why we signed up for this commitment to health to begin with. The better we can focus on being in the present moment during our 1-hour commitment, the more benefits to gain while prioritizing safety. We use a variety of breathing techniques, ranging from relaxation breathing to hardstyle breathing, depending on the task at hand for safety and performance reasons.

## **Relational**

Your relationship with yourself is #1. By taking care of yourself, you will be better able to take care of others. You will also develop healthy relationships with other participants via working together and through casual conversation before, during and after sessions. Most importantly, we are one team of equal human beings that share a desire for improving overall health.

## **Environmental**

Whether we train indoors or outdoors with friends or new people, our goal is to provide you and all athletes with a clean, safe, and welcoming environment that provides the best experience possible. Large open spaces, fresh air, and nature are all part of what we believe to be a great training experience.

# 1:1 Training Program Information

A training program is a basically a plan that gets us from point A to B. Point A is your unique starting point and point B is where you want to be in 6-weeks, 6-months, etc. After you are taken through a physical assessment (explained more later), I will have a better idea of how to get you to your point B.

The next step is to find the best exercises for you, that will help you move and feel better. Some days that may mean adjusting the plan a little bit or a lot, which is completely normal. A training program is never set in stone, but adjustable to how you're feeling on any given day.

We can also use our time to focus on other areas of health, such as discussing how to create new habits, time management, relationship development, and/or learning how to make your own workouts and training programs if one of your goals is to eventually take ownership of your training. I've also had clients come in to see me who needed to vent for 20-minutes before we did anything else, which I'm more than happy to help in that way. It's your health that is the priority for 1-hour, so we can use it however you need.

A typical training session will be about 1 hour and is roughly outlined as follows:

Warm Up – 10:00  
Corrective Exercises – 10:00  
Strength & Conditioning – 30:00  
Cool Down – 10 :00

## **Earned Rewards & Milestones**

Your overall commitment to yourself deserves to be recognized. Once you complete 50 1:1 training sessions, you will be recognized and rewarded with a gifted surprise. The same goes for 100 completed sessions, 150, 200 and so on.

## **1:1 Training Schedule Availability**

Monday – Thursday @ 6am – 12pm (subject to change)

Ideally, we can find consistent days and times to meet for training sessions from week to week. However, I can understand that this can be difficult to do. We can discuss our options in more detail once we meet for our 1:1 consultation (explained in Q&A section of this document).

# Program Value & Pricing

## New Client Initiation

1:1 Consultation w/ Physical Screening & Development Plan	\$250
(12) 1:1 Training Sessions	12 x \$90/session = \$1,080
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<b>TOTAL (tax included):</b>	<b>\$1,330</b>

### Added Value Included:

- Personalized Bubba Hydro Flask w/ J4 Performance logo (\$50 value)
- Fruit of choice to take on-the-go following training sessions (~\$15 value)

## Additional Pricing Options

(24) 1:1 Training Sessions **\$2,410**

- Includes consultation, physical screening & development plan
- Added Value of ~\$175
  - Personalized hydro flask, athletic shirt, hoodie & fruit of choice

(36) 1:1 Training Sessions **\$3,490**

- Includes consultation, physical screening & development plan
- Added Value of ~\$305
  - Same as above, plus personalized Ogio Duffle bag and J4 hat

## New Client Initiation – 1:1 to Team Program

1:1 Consultation w/ Physical Screening & Development Plan	\$250
(6) 1:1 Training Sessions	6 x \$90/session = \$540
(6) Team Training Sessions	6 x \$25/session = \$150
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<b>TOTAL (tax included):</b>	<b>\$940</b>

### Added Value Included:

- J4 Performance “United In Strength” athletic shirt (\$40 value)
- Fruit of choice to take on-the-go following training sessions (~\$15 value)

# 3 Simple Steps To Get Started

## **Step 1: Complete Pre-Participation Forms**

These forms will provide me 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., high blood pressure). 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 w/ Coach Jimmy Nicholson**

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, I will conduct a full body physical assessment to establish your unique starting point. The results of the assessment will help us determine our initial focus for your training program. Based on your results, you will be prescribed home exercises that will complement your in-person training.

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

## **Step 3: Set Up Your Training Schedule**

Either during your consultation or shortly after if you need some time to figure out your schedule, we will coordinate days and times that work best. Ideally, we will train on the same days and at the same times. However, life happens, and we may need to reschedule if something comes up for either of us. We will adapt as needed and find a plan that works!

# Frequently Asked Questions

## **What should I expect during the 1:1 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.

## **How Are You Different Than Other Personal Trainers?**

As briefly mentioned earlier, I do include aspects of yoga in all the services that I offer, which include setting an intention at the beginning of every session, and focused breathwork at the beginning and the end of every session. The main reasons for each are as follows:

**Setting an Intention** – A first step towards success is showing up. A second step once you arrive can include asking yourself questions like, “Why am I here?”, and “What do I want to improve?”. Your short- and long-term goals are important to you, and I believe, are worth reflecting on at the beginning of every training session. Setting an intention sets the stage for you to get the most out of our time together and is a friendly reminder for why you signed up in the first place.

**Focused Breathwork** – Before you set your intention, I will guide you through focused breathing for the main purposes of focusing your attention to be as present as possible. There may be times when you arrive after a tough day of work. If you need to vent about it, please feel welcome to do so. If not, or if you’ve had your time to vent, focused breathing will help you bring your focus to why you showed up to train. The fewer distractions there are, the more likely you will get out what you desire from your commitment that session. At the end of our session, we cool down with relaxation breathing because the brain becomes highly active following physical activity; it is literally in “fight mode”, which is beneficial for training, but not beneficial if you are going to work, home or somewhere that you need to be more focused and calmer.

Both setting an intention and the breathwork make up about 5-minutes of our session altogether. Through personal experience and based on the experiences of other clients, it is often the best part of the training session. For few others, it is “weird”. I share this information because my approach to training may not be for everyone. However, I strongly believe that this 5-minutes can have a profound effect on someone’s state of mind, and even their entire day. With practice, many clients have continued practicing focused breathing outside of our sessions, which can be very powerful when it becomes part of a daily routine.

## **How Many Days / Week Should I Train?**

The minimal dose recommendation to start feeling and gaining results is training at least 2x/week for 6 consecutive weeks. You can train up to 5-6x/week if you are interested in gaining results in a shorter time frame. If you are just starting a fitness routine, I recommend 2-3x/week to start. In either case, consistency is

more important than how much weight you lift and how fast you progress. Being accountable to showing up every session is the 1<sup>st</sup> step.

If you do happen to miss the odd session or go on holidays for a week, no problem. 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.

### **Why are 12-session passes the lowest option?**

Every individual has something they want to accomplish, which usually takes AT LEAST 12 sessions, depending on the goal(s) of the client. A 12-session commitment also expires after 7-weeks, which encourages people to commit to themselves for at least 12 sessions, if not longer because they experienced the results for themselves by then.

### **Where Are Training Sessions Held?**

During the Spring & Summer months, we will plan to train outdoors in Jimmy's Backyard unless the weather prevents us from training safely outdoors. In this case, we will train indoors at the Centennial Hall in the Ross Room. During the Fall & Winter months, we will plan to train indoors in the Ross Room.

You can also request to train in your home or outdoors on your property at an additional fee.

Because the Ross Room is a space used by other local businesses, organizations, and groups of people, please know that there may be times when we must relocate to a different location to accommodate others. I will be sure to notify you as soon as I know about any schedule conflicts. In the case that we do have to reschedule a training session due to a schedule conflict with another group/organization, the expiration date for purchased session packages will be extended appropriately (explained more later).

### **What Do I Need To Bring To Training Sessions?**

- If/when safe, I highly recommend my clients to train barefoot. If you are uncomfortable with this, my next recommendation is to wear minimalist flat-soled shoes with a wide toe box
- Filled water bottle (potable tap water is available on site if needed)
- Athletic or comfortable attire (no jeans)

## Jimmy Nicholson, MS, CSCS, RKC

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.



While coaching University student-athletes, Jimmy began to realize that there were some key missing pieces to the picture that made up overall human health. Since then, his aim has been to focus on universal foundations of human health and making connections between the most truthful information so that he can provide a more holistic (integrated) approach to not just athletes, but all people who desire to improve their overall health. As your coach, his intention is to work together with you to find simple solutions that will help improve your overall health, while over delivering in the process.