

JOHNO'S

FITNESS FACULTY

BODY TRANSFORMATION PROGRAM

THE 14-WEEK COACH-SUPPORTED TRANSFORMATION PROGRAM THAT TAKES
YOU BACK TO THE BASICS OF HEALTHY EATING AND EXERCISE FOR SUSTAINABLE
RESULTS AND A FOREVER HEALTHY LIFESTYLE

JOHNO'S FITNESS FACULTY FUNDAMENTALS

At Johno's Fitness Faculty we emphasise the concept of building your house on rocks: laying a strong foundation on the key elements of good nutrition and effective training, underpinned by a healthy mindset.

Our purpose is to provide you with next-level coach support through daily interaction, expert guidance and coaching, compassion and positive encouragement. We will teach you these fundamentals and empower you with balanced, healthy habits that become a part of your lifestyle, and that will last a lifetime. We want you to be the happiest and healthiest version of yourself once you've finished your program with us.



JOHNO'S FITNESS FACULTY FUNDAMENTALS

MORE ABOUT THE BODY TRANSFORMATION PROGRAM WITH JOHNO'S FITNESS FACULTY

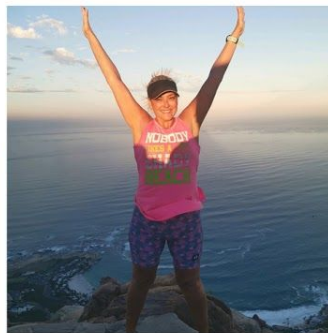
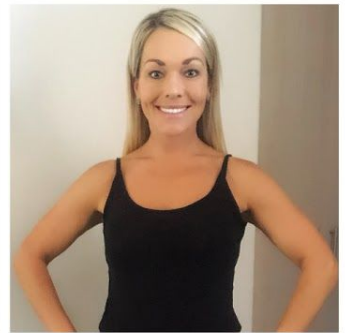
Johno's Fitness Faculty's Body Transformation Program is a 14-week coach-supported nutrition and fitness program that takes you back to the basics of healthy eating and exercise success. Designed by Johno Meintjes, a world renowned sports conditioning coach and performance specialist, the program is not a quick fix and it's not a fad - because those results don't last. The program is designed to support you in building a solid foundation for yourself by entrenching balanced healthy habits that will last long after the 14 weeks are over, giving you sustainable results for life.

WHO IS THIS PROGRAM FOR?

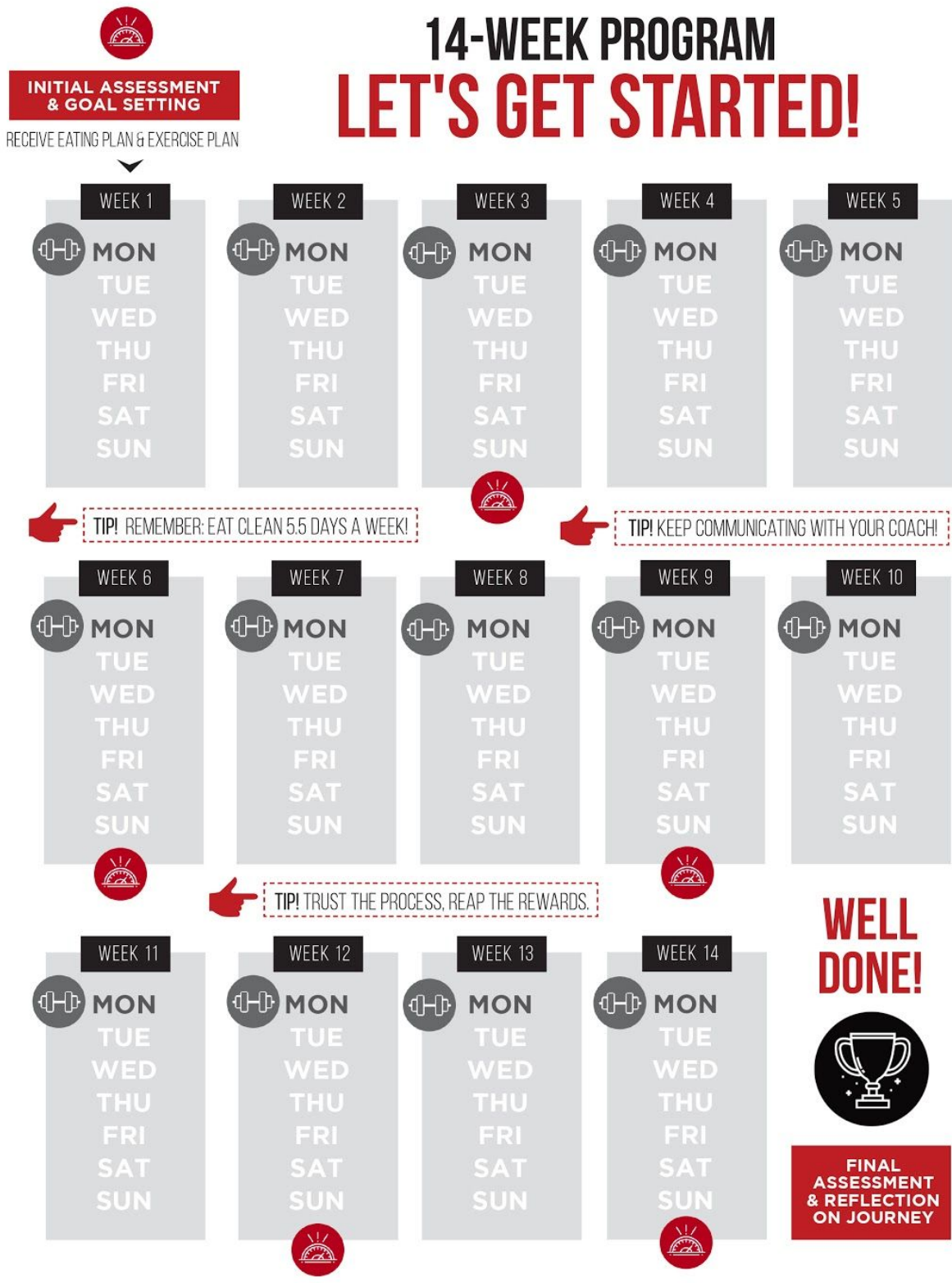
This program is for anyone; male, female, young or old, based anywhere in the world. We've helped hundreds of people ranging from working executives to professional sports people, new mothers and older men and women of all fitness levels.

Although our coaches are based in South Africa and travel all over the country carrying out in-person client assessments, we also have a virtual video assessment option, which means that you can sign up to do this program and we will support you wherever you are in the world.

You may be at a point where a healthy lifestyle and time for yourself seems just out of reach, or completely unattainable. Or you may have the time, but lack the knowledge, discipline, guidance or plan. Now is the time to do something meaningful for your future self. Something that will empower you, change your outlook on life and influence the way you think about healthy living, fitness and food for good. It's about making an investment in yourself and committing to a more fulfilled future you. If you are looking for a solid plan, next-level support and simple steps to a sustainable healthy lifestyle, this program is for you.



HOW DOES THE PROGRAM WORK?



ASSESSMENT WITH
FACULTY COACH



NEW WEEKLY EXERCISE
PLAN PROGRESSION

So, what exactly can you expect from the 14-week Body Transformation Program?

When you sign up for the 14-week program you are committing to a journey back to the basics of healthy eating and regular exercise. It's something you do for yourself, and if you put in the hard work your body and mind will shift and you'll be feeling the healthiest and happiest version of yourself, empowered to continue on the path of healthy living on your own.

The initial assessment

Upon signing up you'll have a meeting and initial assessment (in-person or virtual/video) with your dedicated Faculty Coach. Here you'll discuss your lifestyle, your particular needs and you'll set your goals. Your coach will do a physical assessment, taking your weight and body fat skinfold measurements. Your coach will also explain the eating and exercise plans in detail.

The eating plan

You will then be provided with a simple and effective eating plan based on your needs that your coach will encourage you to stick to for 5.5 days of the week. You will be expected to send your coach pictures of your meals on a daily basis (via WhatsApp or text) so that your coach can give you guidance and feedback on portion size and adherence to the plan.

The exercise plan

You will receive a new weekly exercise plan in your inbox each week, outlining the 3-5 workouts you need to complete during the week. There is a description and visual demonstration of the workout and your coach is available daily to answer any questions you may have or send you video demonstrations in preparation for your upcoming workouts.

The majority of the workouts will need to be done in the gym so you will have to have a gym membership at a facility of your choice.

The benefits of working out on your own include the ability to manage your own schedule and ensure that you fit your exercise time into your lifestyle in a way that works for you sustainably. Your Faculty Coach will guide you through the process and you will feel confident and empowered to exercise independently long after the 14 weeks are over.

Regular assessments

You will meet up (in-person or virtual/video) with your coach every 3 weeks to have an assessment. This will include a physical assessment, taking your weight and body fat skinfold measurements to track progress, as well as a mental wellness check-in on any challenges you are experiencing or wins you have to celebrate.

Support and encouragement

You can expect next-level support from your Faculty Coach. Daily contact with your coach over WhatsApp/email/phone will keep you accountable, encouraged, motivated and supported. You'll receive additional social support and encouragement from a WhatsApp cohort group of other people who have started the program in the same week as you (voluntary).

YOUR NEXT-LEVEL SUPPORT SYSTEM



The team at Johnno's Fitness Faculty is here to wrap you in support.

Your dedicated **Faculty Coach** is an expert in physiology, fitness and nutrition, and will set goals with you, educate you and support you on a daily basis throughout the program. The Faculty Coaches are passionate about seeing you succeed and will support you with compassion and energy!

Our admin team makes sure that the program runs seamlessly for you, ensuring you've got the information you need at your fingertips. The entire Fitness Faculty team are passionate about helping you and we really care about your journey to good health and lasting results.

WHAT OTHERS HAVE TO SAY

"The most realistic fitness program I've ever come across. It's a lifestyle change, not a fad." ~ Boipelo Lukebo

We've helped hundreds of people to change their lifestyles for good. Check out our social media pages and [our website](#) for their amazing success stories and feedback on the experience with Johno's Fitness Faculty.



TANYA DE JONGH

“I lost 18kgs on my first 14-week program, halved my body fat and completely changed the way I view a healthy lifestyle. I'm still in awe of how the plan worked for me, how well my body reacted to it. Johno's approach as my coach on this journey was so personalised and real and he pushed me out of my comfort zone - he genuinely cares for the overall wellbeing of his clients and it truly showed during the process. I'll forever be grateful for how this program and Johno's Fitness Faculty has changed my view on a balanced, healthy lifestyle - and how I can maintain this myself going forward. Trust the process!”



HELEN BOWES

“I was at a stage in my life where I was just accepting the fact that hormonal changes were probably the reason for me carrying the extra weight. But through this process I've realised that so much has to do with healthy choices and getting your body moving. I've never felt more energised and good in my own skin as I do now.”



KERI PADDOCK

“Carrying nearly 12kg of extra weight after the birth of my twins, Johno's Fitness Faculty gave me the support and tools I needed to push myself, shift the excess weight, keep active and be more mindful of clean eating. My coach was the ultimate motivator, lifestyle coach, legend and friend who really cared about my mental, health and fitness goals. I literally cannot express enough how Johno has changed my mindset, how I see myself and ultimately my life! Thank you for everything Fitness Faculty Team - you have changed my life on so many levels. Because of your unwavering dedication and belief in a process that gets results I'm able to be a better mom to the twins, partner to my husband and a better human in general.”

THE INVESTMENT: PRICING AND PAYMENT OPTIONS

Pricing

The cost of this intensive 14-week program is **R12,500**

Payment plan

If you prefer to pay installments over 3 months we offer a payment plan as follows:

- First payment upon signing up | R6,500
- Second payment at 4 weeks | R3,500
- Third payment at 8 weeks | R3,500

Total on payment plan: R13,500

New client intakes start every Monday and once you have made payment and had your first assessment and goal-setting meeting you are set to start!

NEXT STEPS

Visit www.fitnessfaculty.club to register for an upcoming intake.

Got more questions? Get in touch with us at hello@fitnessfaculty.club or +27 71 607 7937

FREQUENTLY ASKED QUESTIONS

Where will I exercise?

The exercise programs require that you have access to a gym or gym equipment like a treadmill, bike cross trainer and rowing machine as well as weights, steps, stretching bands etc. You'll therefore need to have an active gym membership at a facility of your choice. You will then complete the weekly exercise programs on your own and at your own convenience, receiving daily guidance from your coach and providing your coach with daily feedback on your workout. There are also workouts that incorporate outdoor walking and running.

Does my Faculty Coach join me at each of my training sessions?

No. And there is an important reason: we don't want you to become dependent on us. At Johno's Fitness Faculty, our aim is to teach you self sufficiency when it comes to working out, helping you to achieve sustainable results beyond the 14-week program. We help you do the hard work so you don't need us after you finish the program. But don't worry, we'll be with you every step of the way. See the next question for more.

So how does my Faculty Coach work with me?

We offer two formats of our program - standard and virtual - both of which run at the same price. Our standard format has your coach meeting you for an initial assessment and program explanation, and then seeing you every 3-weeks for your physical assessment. The virtual format simply has these assessments run via FaceTime, Google Hangouts or Skype. The virtual format works well for people who travel extensively, are based outside of South Africa or simply want flexibility as to when they attend their assessments.

Outside of this assessment time your coach will interact with you extensively via WhatsApp. You can expect daily (sometimes hourly!) contact to help support you on your journey of transformation.

Each Friday, you will receive your exercise plan via email for the following week. It will come to you in an easy to understand and easy to print format.

What kind of food will I be eating?

Each client's eating plan has been crafted to ensure that their nutritional needs match their exercise routine and any dietary requirements. Your coach is on hand to help answer questions you may have about your meals and nutrition throughout your journey to transformation.

Can I have a cheat day?

Yes, in fact you can have 1.5 cheat days every week! The program works when you eat clean, portion controlled meals for 5.5 days out of every week. Balance is an important part of a sustainable healthy eating plan so the program does factor in a balanced lifestyle.

Great. So how hard is this program?

Our clients generally say that the first 3 weeks are the toughest weeks. You're adjusting to clean, portion controlled eating and regular exercise and this can be challenging, particularly for those of us who lead busy lives. But don't worry, we're here to get you through it. Trust the process and you'll reap the rewards!

Does it work?

It works very well, but it does require determination, dedication and willingness to trust the process from your side. What we are offering isn't a fad or a miracle formula, it's a foundation-forming proven program and dedicated support that helps you change your eating and exercise habits for sustainable results. If you're into numbers, 98% of our clients have achieved their goals on our program. And our client satisfaction Net Promoter Score (NPS) is an unbelievable 80 or above! We love to let our clients do the talking - check out our client success stories on our website and social media platforms to get an idea of their real experiences.