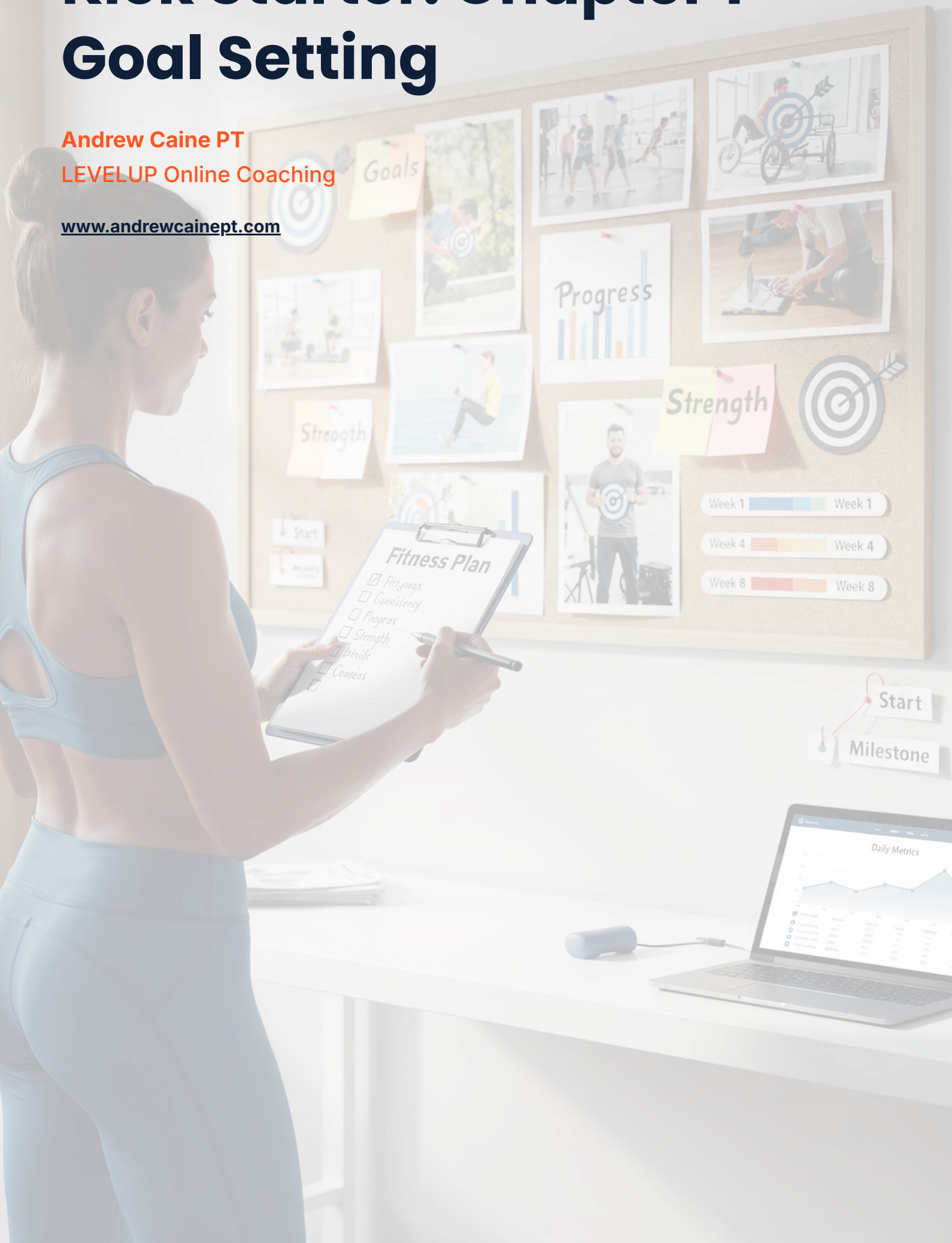
Kick Starter: Chapter 1 — Goal Setting

Andrew Caine PT
LEVELUP Online Coaching

www.andrewcainept.com



Welcome

Hi there!

Welcome to the LEVELUP Online Coaching Kick Starter.

Whether you are picking up a barbell for the first time or you have been training for years and are finally ready to do it properly — this is where we build the foundation.

I have put together 7 chapters, each covering a key topic that will set you up to get the most from your coaching. Training, nutrition, mindset, progress tracking, sleep — everything you need to understand what you are doing and why.

Work through these chapters at your own pace. The more you understand the principles behind your programme, the better your results will be.

Let's get to work.

Andrew

Contents

What to Expect in Chapter 1: Goal Setting

1 **What are SMART Goals**

2 **How to Set SMART Goals**

3 **Overcoming Challenges**

4 **Revisiting Goals and Finding New Motivation**

5 **Setting New Goals**

SMART Goals

Clear goals are the foundation of everything we do together. Without them, training becomes aimless and progress is hard to measure. With them, every session has a purpose and every week builds toward something meaningful.

In this chapter we are going to use the SMART goal-setting framework — a simple but genuinely effective tool for turning vague intentions into clear, actionable targets.

Here is what SMART stands for.

S — Specific

Your goal should be clear and well defined. Not "get fit" or "lose some weight" — but exactly what you want to achieve. The more specific you are, the easier it is to build a plan around it. For example, "get leaner and build visible muscle while keeping my social life intact" is a far more useful goal than "get in shape."

M — Measurable

You need to be able to track your progress. This means using concrete metrics — body weight, measurements, strength numbers, fitness benchmarks. If you cannot measure it, you cannot manage it.

A — Achievable

Your goal should stretch you without being unrealistic. Setting a goal that is too aggressive leads to frustration and burnout. Setting one that is too easy leads to stagnation. The sweet spot is something that requires consistent effort and a proper structure to get there.

R — Relevant

Your goal should matter to you personally. Not what someone else thinks you should want. Not what Instagram tells you is the ideal physique. What genuinely motivates you. Connecting your goal to your real life — how you want to feel, how you want to perform, how you want to look — is what keeps you going when motivation dips.

T — Time-bound

Every goal needs a timeframe. Without a deadline, there is no urgency and no clear way to assess whether you are on track. Break your goal into a longer-term target and shorter milestones along the way.

How to Set SMART Goals

1 Reflect on What You Actually Want

Start by getting honest about your goal. Not what you think you should want — what genuinely matters to you. Do you want to be leaner? Stronger? Fitter? More confident in the gym or on a run? Do you want to look better without feeling like you have to sacrifice your social life to get there?

Write it down. Be specific. The clearer you are at this stage, the more purposeful everything that follows will be.

2 Write Down Your Goals

Put your goals in writing and keep them somewhere visible. This is not as hippie as it sounds — seeing your goal every day keeps it front of mind and makes it harder to quietly abandon when life gets busy. It also forces you to commit to something concrete rather than keeping it vague.

3 Break it Down

A big goal can feel overwhelming if you only focus on the end point. Break it down into smaller milestones that give you something to aim at every few weeks. Each milestone achieved is evidence that the process is working — and that builds momentum.

4 Create a Plan

Your training programme and nutrition targets are the plan. Follow them. The structure is already built for you — your job is to execute it consistently and communicate with me when something needs adjusting. Be flexible and willing to adapt as we go. Progress is rarely a straight line.

5 Stay Accountable

That is exactly what coaching provides. You do not have to rely on self-motivation alone — you have a structure, a programme, and someone checking in on your progress. Use it. Communicate openly. Show up consistently. The accountability is already in place.

Example of a SMART Goal

Here is what a well-constructed SMART goal looks like for someone doing this properly for the first time — or for the first time with real structure behind it.

Specific

"I want to get noticeably leaner and build visible muscle while still being able to enjoy my weekends, meals out, and social life."

Measurable

"I will track my body weight weekly, take monthly measurements and progress photos, and log every training session in the app."

Achievable

"I am going to follow the programme Andrew has built for me, hit my nutrition targets consistently, and message him when something is not working."

Relevant

"This matters to me because I am tired of putting in effort and not seeing it reflected in how I look and feel. I want to actually look like someone who trains."

Time-bound

"I am committing to 12 weeks of consistent effort before reviewing where I am and what comes next."

Write your SMART goal down. Put it somewhere you will see it every day. It will keep you honest and remind you of your why on the days when showing up feels harder than it should.

Overcoming Challenges

Nobody gets from where they are to where they want to be without hitting obstacles.

Expecting a smooth road is the fastest way to get derailed when things inevitably get bumpy. The goal is not to avoid challenges — it is to know how to handle them when they arrive.

Here are the most common ones and how to approach them.

Effort not matching results

This is the most common frustration. You are showing up, you are doing the work, but the mirror is not reflecting it. In most cases this comes down to structure and consistency rather than effort.

Are you actually progressing week to week in the gym?

Are your nutrition targets accurate?

This is exactly what the coaching and check-in process is designed to identify and fix.

Come to me with this — do not suffer in silence.

Motivation dipping

Motivation is not constant. It never is for anyone. The clients who get the best results are not the most motivated — they are the most consistent.

Building the habit of showing up even when motivation is low is one of the most valuable things you can develop.

The structure of the programme makes this easier — you do not have to decide what to do, you just have to do it.

Overcoming Challenges *(continued)*

Hitting a plateau

Progress is not always linear. There will be weeks where the scale does not move or the weights do not increase. This does not mean the process has stopped working. It means we look at the data, make an adjustment, and keep going. This is what the weekly check-in process is for.

Injury or setback

If something hurts, tell me immediately. Do not train through pain hoping it will go away. We can always modify the programme to work around an injury. The worst thing you can do is go quiet and stop training entirely without saying anything.

Time constraints

You already go to the gym. The programme is designed to fit around your life, not replace it. On weeks where time is tight, a shorter session following the programme is always better than no session at all.

Nutrition feeling hard

Weekends, meals out, social occasions — these are not problems. They are part of the plan. The 80/20 approach means you do not have to be perfect. You just have to be consistent enough across the week for it to add up in the right direction.

Strategies for Overcoming Challenges and Building Resilience



Set process goals alongside outcome goals

Your outcome goal is the end result you want. Your process goals are the actions that get you there — showing up to sessions, hitting protein targets, completing check-ins on time. Focus on the process and the outcomes follow.



Stay consistent over being perfect

Consistency over a long period beats perfection in the short term every time. A good week followed by a bad week followed by another good week is still progress. Stopping entirely is the only thing that guarantees no results.



Be flexible

Life is unpredictable. Your programme can adapt to it. A missed session, a big weekend, a stressful week at work — none of these are reasons to start over. They are just part of the process. Adapt and keep going.



Look after the basics

Sleep, hydration, stress management. These are not optional extras. They are the foundation that everything else sits on. When the basics are in place, the training and nutrition work better. When they are not, progress stalls regardless of how hard you are working in the gym.



Learn from setbacks rather than being derailed by them

Something going wrong is information. What caused it? What would you do differently? What does it tell you about what needs adjusting? A setback handled well is just another step forward.



Stay committed when motivation wanes

Discipline is what you fall back on when motivation disappears. The programme is there. The structure is there. Show up anyway.

Revisiting Goals and Finding New Motivation

Even with the best intentions, there will be moments where progress feels slower than expected or motivation dips. When that happens, the answer is not to push harder — it is to reconnect with why you started.

Reconnect with your why

Go back to the goal you wrote down. Why does it matter to you?

What changes when you get there?

What does it cost you to stay where you are?

Reconnecting with the underlying reason is often enough to shift the mindset.

Review your progress honestly

Look at where you started and where you are now.

Strength improvements, measurements, progress photos, energy levels, how your clothes fit.

Progress often happens in ways the scale does not show.

Acknowledge it.

Adjust your goals if needed

Your priorities may shift over time.

A goal that made sense six months ago might need updating. That is not failure — it is just honest reassessment.

Talk to me and we will adjust the plan accordingly.

Use your support system

The Facebook community, your check-in videos, the monthly action plan call — these exist specifically for moments like this.

You are not doing this alone. Use the resources that are available to you.

Setting New Goals

As you progress, your goals will evolve. The person who started wanting to lose a bit of weight and feel less tired might find themselves wanting to run a half marathon, hit a strength milestone, or take on a sporting challenge they never thought was possible. That is how this is supposed to work.

When you feel ready to set new goals, here is how to approach it.

1

Reflect on what you have achieved

Take stock of how far you have come. What has changed physically, mentally, in terms of energy and confidence? Use that as the foundation for what comes next.

2

Challenge yourself with the next level

Once the foundations are in place, the options open up. More advanced programming, a performance goal, a race, a body composition target that requires precision. Whatever it is, we build a plan around it.

3

Talk to me

Your monthly action plan call is the right place for this conversation. Bring your new goals and we will map out exactly what the next phase looks like.

4

Keep going

Fitness is not a destination you arrive at and stop. The clients who get the most from coaching are the ones who keep building. Every phase of progress sets the foundation for the next one.

Conclusion

Setting clear SMART goals is not just a first-week exercise — it is something you come back to throughout the coaching. Goals evolve, priorities shift, and new challenges emerge. The framework stays the same.

> The clients who achieve the best results are not always the ones who work the hardest. They are the ones who are clear on what they want, consistent in their effort, honest when things are not working, and willing to keep going when progress feels slow.

You have the structure.

You have the support.

You have the programme.

Now show up for it.

Tools and Resources

Andrew Huberman Podcast

Evidence-based content covering health, fitness, performance, and neuroscience.

Examine

Research-backed resource covering nutrition and supplements. Cuts through the noise with scientific evidence.

YouTube

Useful for exercise tutorials, form guidance, and further education on training and nutrition.

Andrew Caine PT on Instagram

Follow for regular evidence-based content on training, nutrition, and the balanced lifestyle you are working towards. **@andrewcainept**

Andrew Caine PT Academy

You get exclusive access to the Academy to view training guides, nutritional resources and educational content.

How to Reach Me

Office Hours

Monday to Friday, 9:00am to 8:00pm

Contact Details

Email: **info@andrewcainept.com**
Phone: 07824 467260
Website: **www.andrewcainept.com**

THANK YOU

Whatever stage you are at — this is the beginning of doing it properly.

I will be with you every step of the way.

www.andrewcainept.com