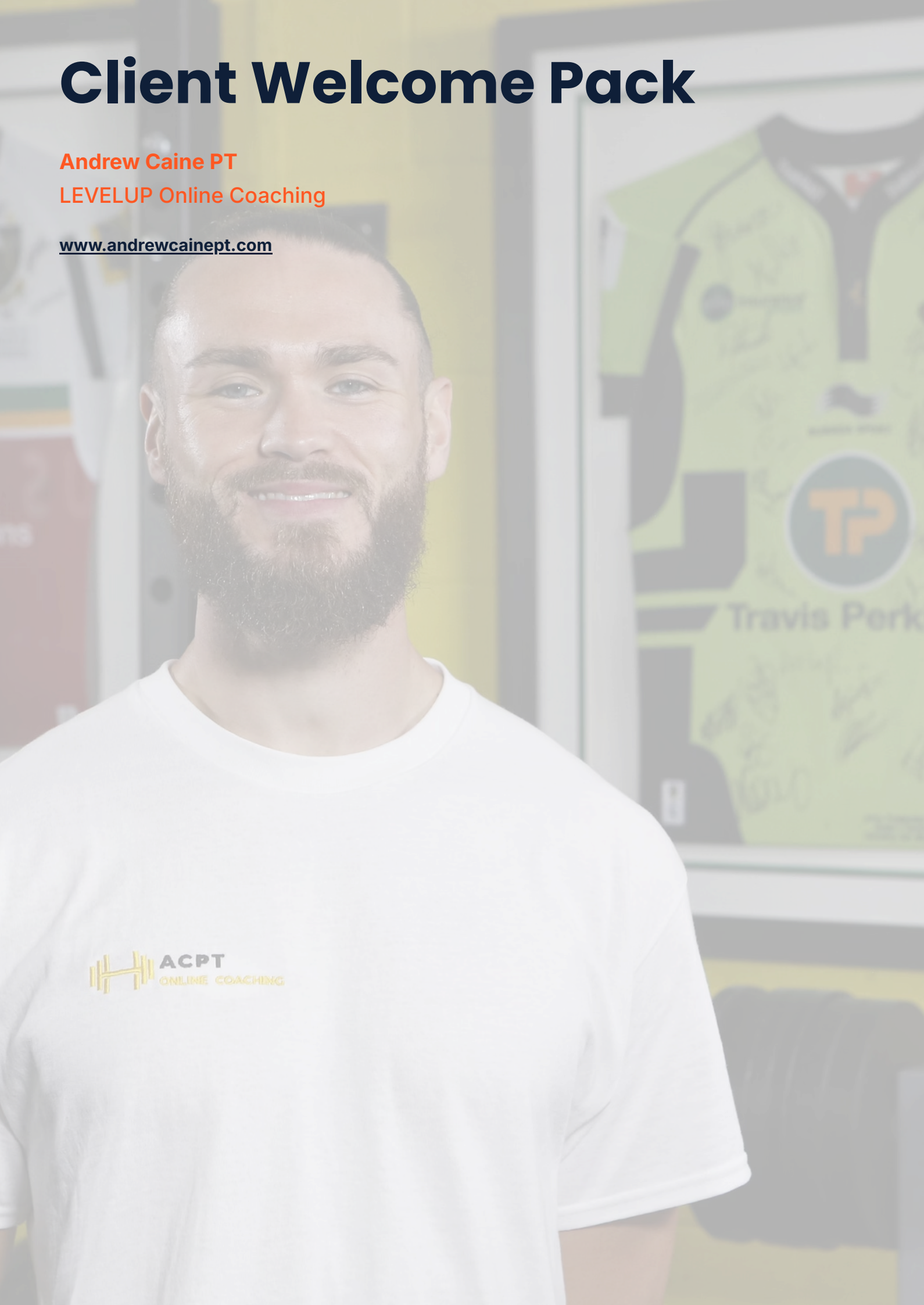
Client Welcome Pack

Andrew Caine PT

LEVELUP Online Coaching

www.andrewcainept.com



Welcome

Hi there!

I'm Andrew and welcome to LEVELUP Online Coaching.

Thank you for choosing me as your coach. Whatever package you have signed up for, I am genuinely invested in helping you get the results you are after — and making sure you understand exactly what you are doing and why every step of the way.

Before we get started, take some time to read through this welcome pack. It covers how the coaching works, what I need from you, what you can expect from me, and the key training and nutrition knowledge that will underpin everything we do together.

> The clients who get the best results are not always the most talented or the most experienced. They are the ones who show up consistently, communicate openly, and trust the process. That starts here.

Let's get to work.

Andrew

PS — Don't forget to join the Community Facebook group: **https://www.facebook.com/groups/1767280927019365/**

Contents

This welcome pack covers everything you need to get started and get the most from your coaching.

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Important information about health, safety, and your responsibilities as a client.

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What I commit to you and what I ask of you in return.

3 **Kickoff Checklist**
Everything you need to do to get set up and ready to go.

4 **Training**
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How we approach food, tracking, and building a sustainable diet.

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Terms and Conditions

ANDREWCAINEPT.COM accepts no liability for any injury, loss or damage resulting from physical exercise. By following this programme, you voluntarily assume the inherent risk of physical and resistance training. Should you suffer from any medical conditions, injuries, or allergies, or should you be in any doubt whatsoever, please seek medical or professional advice before proceeding. Any supplements referenced within this pack are optional and must be taken in accordance with manufacturer recommendations. Always ensure your technique is correct and train within your own capabilities.

All content within this welcome pack and your coaching programme is protected by copyright. Any attempts to copy, duplicate, issue, sell, rent or lend this material without permission are strictly prohibited.

Your Responsibility

Coaching is a two-way process. I will work hard for you — but I need you to hold up your end too. I expect you to follow the programme that has been set, log your sessions in the app, and communicate with me if anything is not working. If you pick up an injury, if life gets in the way, if you are struggling — come to me. Do not go quiet. Whatever the situation, we can work through it together.

Your Health Comes First

I will always put your health first. Every method we use is evidence-based and done in an ethical way. Your long-term wellbeing matters more than short-term results.

Promise Document

Andrew Caine PT — My Promises to You

- Deliver a personalised training and nutrition programme built around your goals, schedule, and equipment.
- Get your programme live within 48 hours of receiving your startup form.
- Send a personalised video taking you through your programme.
- Respond to app messages within 24 hours during office hours, Monday to Friday, 9am to 8pm.
- Update and progress your programme every 4 to 6 weeks.
- Always invest in my own learning to improve the service you receive.
- Put your health and long-term progress above everything else.

☆ PREMIUM COACHING — ADDITIONAL PROMISES

Weekly Loom Video

Send a weekly Loom check-in video every Monday or Tuesday reviewing your progress, training, nutrition, and next steps.

Proactive Monitoring

Monitor your activity and progress proactively — I come to you, you do not have to chase me.

Monthly Zoom Call

Deliver a monthly 30-minute action plan call on Zoom to review the bigger picture and plan the next phase.

Same-Day Priority

Respond to messages with same-day priority.

Your Promises to Me

- Complete your startup form promptly so I can build your programme without delay.
- Log all training sessions in the app — sets, reps, and weights every time.
- Keep your food diary up to date and as accurate as possible.
- Communicate openly — if something is not working, tell me.
- Do not go quiet when life gets busy — run to me, not away from me.

PREMIUM COACHING — ADDITIONAL COMMITMENTS

Weekly Check-In

Complete your weekly check-in in the app by the end of the week — including body weight, measurements, and progress photos.

Up-to-Date Logs

Ensure your food diary and training logs are fully up to date before submitting your check-in.

Monthly Zoom Call

Attend your monthly action plan call on Zoom.

Kickoff Checklist

Startup Form

You will have received an email with a link to your startup form. Fill this in as soon as possible. This is how I gather everything I need to build your programme — goals, training history, schedule, equipment, and nutrition preferences. The sooner it is done, the sooner we get started.

App Setup

Once your startup form is complete you will receive an email with a link to set up your Trainerize account. This is where your programme lives — training sessions, nutrition targets, progress tracking, and messaging. Download the app and log in.

Explore Trainerize

Spend some time looking through your profile. View your schedule, check what tasks are required of you each week, and connect MyFitnessPal and your smart watch to the app if you have them.

Your Starting Point

Before your first session, log your baseline data in the app. This includes your current body weight, measurements (arms, chest, waist, hips, thighs), and progress photos (front, back, and side) in minimal clothing. This is your starting point — everything from here gets measured against it.

Programme Live

Within 48 hours of submitting your startup form your personalised training programme and nutrition targets will be live in the app. You will also receive a personalised voice note from me walking you through exactly what you are doing and why.

Join the Community

Jump into the Facebook community group. Introduce yourself. This is where clients share progress, ask questions, and keep each other accountable. Use it.

Head to the Academy

www.andrewcainept.com/academy — work your way through the Kick Starter section. In the Academy you can also find training guides, nutritional resources and educational content.

You are ready to go.

Training — How to Get the Most From Every Session

Every session is in the Trainerize app. Open your programme, follow the session, and log every working set — the weight used and the reps completed. Do not skip this step. Your logs are the data I use to monitor your progress and make decisions about your programme week to week. At the end of your workout, rate it out of 10 for intensity and leave feedback to summarise your workout.

Progressive Overload

Your programme is built around progressive overload — the gradual increase of demand over time. Each week is designed to build on the last. Follow the sessions in order and resist the urge to chop and change exercises. There is a reason everything is structured the way it is.

Technique Matters

For newer lifters, slowing down the tempo of each movement will help you feel the right muscles working and build the correct movement patterns from the start. For more experienced lifters, warming up with lighter sets before your working sets is strongly recommended — especially on heavier compound movements.

Video Demonstrations

The app includes video demonstrations and coaching cues for every exercise. Watch them. If you are unsure about a movement or want feedback on your form, send me a video through the app messenger. I welcome it.

One important note on logging — we record working sets only. Warm-up sets are not logged.

Training Intensity — Working at the Right Level

When training, whether cardiovascular or resistance based, working at the correct intensity is what drives progress. Two scales help us measure this.

RPE — Rate of Perceived Exertion

Measures effort on a scale of 1 to 10. For cardiovascular exercise and circuit training, typically the target zone is **7 to 9** — short of breath, heart rate at 70 to 90 percent of maximum, working outside your comfort zone. Using RPE is a good way to review the intensity you are working at. Can you push harder? Do you need to bring the intensity down?

RIR — Reps in Reserve

Measures how many reps you had left in the tank at the end of a set. For the majority of working sets, the target is an **RIR of 1 or 2** — finishing the set knowing you had one or two reps left. Training with too many reps in reserve means you are not creating enough stimulus to drive progress. Training to failure every set increases injury risk and fatigue. RIR 1 to 2 is the sweet spot.

7–9

RPE Target Zone

For cardiovascular and circuit training

1–2

RIR Sweet Spot

For the majority of working sets

70–90%

Heart Rate Target

Percentage of maximum during cardio

Nutrition — Building a Diet That Works for Your Real Life

Your nutrition targets — calories and macronutrients — will be set as part of your programme and will evolve throughout the coaching as your body adapts and your goals progress.

There is no one-size-fits-all approach here. Some clients respond better to calorie and macro tracking. Others benefit from a template meal plan as a starting structure. Some need a habit-based approach where we make small changes week by week. Whatever method we use, it will be based on your lifestyle, your preferences, and what is actually going to work for you long term.

> Calories determine whether you lose fat or gain weight. Protein determines whether what you lose is fat or muscle. Get those two things right consistently and the results will follow.

The 80/20 Approach

The majority of your diet built around whole foods and lean protein, with room for the things you enjoy. A meal out, a few drinks at the weekend, a takeaway on a Friday — these are not problems if they fit within your weekly targets. Flexibility is built into the plan by design.

Consistency Over Perfection

If you go over your targets one day, balance it across the rest of the week. What gets measured gets managed — tracking your food through a nutrition tracking app is the most effective way to understand what you are actually consuming and where adjustments need to be made.

You can use the in-app nutrition tracker or connect your MyFitnessPal account to track your food.

Check-Ins — The Engine That Keeps Your Progress Moving

Regular check-ins are what separates online coaching from just following a programme you downloaded. This is where the coaching actually happens — where progress is reviewed, adjustments are made, and the next phase is planned.

Basic Coaching — Check-In Process

Your programme is updated every 4 weeks based on your progress and logs in the app. App messaging is available throughout — use it if something is not working, if you have a question, or if you need support. I will respond within 24 hours during office hours.

To allow me to monitor your progress accurately, keep your training logs and food diary up to date in the app at all times.

Premium Coaching — Weekly Check-In Process

Before the end of your week you will complete your weekly check-in in the app. Before you submit it, make sure the following are fully up to date:

- All training sessions logged for the week including sets, reps, and weights
- Food diary up to date for the full week
- Current body weight logged
- Body measurements updated (arms, chest, waist, hips, thighs)
- Progress photos uploaded front, back, and side in minimal clothing

Take your photos in the same location, same lighting, and at the same time of day each week. Consistency here gives the most accurate picture of how your body is changing over time.

Weekly Loom Video

Every Monday or Tuesday you will receive a personalised Loom video from me reviewing your week. This covers your training, nutrition, data, progress, and exactly what we are focusing on going into the next week. This is not a template — it is a video made specifically for you based on what your logs and check-in are showing.

Monthly Action Plan Call

Every month we have a 30-minute action plan call on Zoom. This is where we zoom out, review the bigger picture, set goals for the next phase, and make sure the programme is evolving with you. I will send you the link to book your first call — after that we will schedule each one at the end of the previous session.

Your Programme Evolves

Your programme is not static. As you progress, the training will advance — more volume, more intensity, more complexity where appropriate. Your nutrition targets will shift as your body adapts. This evolution is what keeps results coming rather than plateauing.

> If you are struggling — with motivation, with a movement, with your nutrition, with life — tell me. Do not disappear. The clients who make the best progress are not the ones who are perfect. They are the ones who communicate.

I am available through the app messenger throughout the week. Office hours are Monday to Friday, 9am to 8pm.

Supplement Guide

All supplements are optional. If in any doubt, consult your GP before adding anything new.

Supplement	Dose	Purpose
Creatine Monohydrate	5g daily	For performance and muscle gain. One of the most researched and effective supplements available.
Protein Powder	As needed	Useful for boosting daily protein intake. Can be taken post-exercise on training days, it can be added to meals like yoghurts, porridge, and smoothies to increase protein intake. Whey or vegan options both work well.
Curcumin	As directed	A natural anti-inflammatory. Useful for recovery and general health.
High Quality Fish Oil or Krill Oil	As directed	Natural anti-inflammatory that supports heart health. Particularly useful if you do not regularly consume oily fish.
Multivitamin	As directed	Packed with vitamins and minerals. Helpful if you feel run down or your diet lacks variety.
Vitamin D3	As directed	Reduces inflammation, supports immune function and heart health. Particularly important in the UK where sunlight exposure is limited.
Magnesium Glycinate or Magnesium Citrate	Evening	Supports muscle function, recovery, and sleep quality. Many people are deficient without realising it, particularly those who train regularly. Taking it in the evening can help improve sleep depth and overnight recovery.
Caffeine	Pre-workout	Pre-workout or coffee both work. Avoid consuming within 5 to 6 hours of bedtime to protect sleep quality.
Supergreens Supplement	As directed	Useful if you struggle to eat enough vegetables or travel frequently.

FAQs

What happens if my gym does not have the equipment needed?

No problem. The programme will be adjusted to work with what you have available. We will never be reliant on any single piece of equipment.

A piece of equipment is being used and I want to move on with my workout, what do I do?

I would recommend asking the individual how many sets they have left. If it's not feasible to wait around you can go to the exercise and select an alternative option. You can always come back to the exercise further on in your workout.

If I go over my calorie target is that a problem?

No. That is why we focus on a weekly average rather than individual days. If you go over one day, balance it out across the rest of the week. No good days or bad days — just the weekly picture.

What happens when I cannot track a food item or meal?

Do not worry about it. The odd untracked item will not derail progress. Guesstimate it or leave it out and move on.

Should I eat 3 meals or 6 meals a day?

Whatever suits your lifestyle. Most clients find 3 to 4 meals easier to manage and more sustainable. If you prefer more frequent smaller meals, that works too. Total calories and protein matter far more than meal frequency.

Do I need to train 5 or 6 days a week?

No. Significant progress is achievable on 3 training days a week. Consistency over time beats intensity in the short term. More is not always better — especially early on.

How important are changes in scale weight?

Scale weight is one piece of data among many. Day to day fluctuations are normal and expected — hydration, food volume, sleep, and hormones all affect the number. That is why we track daily and focus on the weekly average, not any single reading.

How long should I spend in the gym?

Most sessions can be completed in 45 to 60 minutes. Anything beyond that is personal preference. Quality of effort matters more than time spent.

Can I drink alcohol?

Yes, as long as you account for it and track it like any other calorie. A few drinks at the weekend fit within the plan if you manage your targets across the week. Flexibility is the whole point.

I am not sore after training — does that mean I am not working hard enough?

No. Soreness is not a reliable indicator of a good session. What matters is whether you are progressing — more reps, more weight, better technique. Use the RPE and RIR scales to gauge effort, not how you feel the next day.

Key Terminology (1/2)

Term	Definition
RPE	Rate of Perceived Exertion. A measure of how difficult an exercise feels on a scale of 1 to 10. 10 is maximum effort, 1 is almost no effort.
LSRPE	Last Set RPE. The RPE of your final working set.
Rep	One complete repetition of an exercise.
Set	A group of consecutive repetitions.
Rest	The recovery period between sets or exercises.
RIR	Reps in Reserve. How many more reps you could have completed at the end of a set.
Superset	Two exercises performed back to back without rest.
Giant Set	Three or more exercises performed consecutively without rest.
Volume	The total amount of work performed. Sets multiplied by reps multiplied by weight.
Intensity	The effort and load of an exercise relative to your maximum capability.
Frequency	How often a muscle group is trained within a given period.
AMRAP	As Many Reps As Possible. Performing reps to muscular failure with good form.
Progressive Overload	The gradual and systematic increase of training demand over time. The foundation of all progress.
Periodisation	The planned organisation and structuring of training over time.
ROM	Range of Motion. The full movement potential of a joint or exercise.
Deload	A planned week of reduced training intensity, typically around 60 percent of normal load, to allow recovery and prevent burnout.
Tempo	The speed at which a lift is performed. Often expressed as eccentric, pause, and concentric phases.
Eccentric	The lengthening or lowering phase of a movement. For example, lowering the bar during a bench press.

Key Terminology (2/2)

Term	Definition
Concentric	The shortening or lifting phase of a movement. For example, pressing the bar up during a bench press.
Compound	An exercise that involves multiple joints and large muscle groups. For example, squats, deadlifts, bench press.
Isolation	An exercise that targets a single muscle group. For example, bicep curls, leg extensions.
Hypertrophy	The growth of muscle tissue in response to training stimulus.
Macronutrients	The three main nutrients the body requires in large quantities. Protein, carbohydrates, and fats.
Micronutrients	The vitamins and minerals obtained through food that support health and function.
Calories	A unit of energy used to measure food intake and energy expenditure.
Refeed	A structured period of higher calorie intake, typically one or two days, used when dieting to restore energy and support performance.
Diet Break	A planned period of one to three weeks eating at maintenance calories. Used to provide physiological and psychological relief during a prolonged deficit.
Nutrient Dense	Foods that provide a high level of nutrients relative to their calorie content.
Calorie Dense	Foods that are high in calories relative to their volume or weight.
Whole Foods	Minimally processed, natural foods such as vegetables, fruit, whole grains, meat, and fish.
Processed Foods	Foods that have been altered from their natural state through mechanical or chemical processes.
Calorie Density	The measure of calorie content relative to the weight or volume of a food.

Tools and Resources

Andrew Huberman Podcast

An evidence-based podcast covering health, fitness, performance, and neuroscience.

Examine

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

YouTube

A useful platform 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	Email	Phone	Website
Monday to Friday, 9:00am to 8:00pm	info@andrewcainept.com	07824 467260	www.andrewcainept.com

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> You have made a decision to stop guessing and start doing this properly. That matters.
>
> I will be with you every step of the way. Now let's get to work.

www.andrewcainept.com