Katherine Bray

Fitness Coach

Fitter You Guide

Hi and congratulations,

I'm delighted that you're starting your journey towards a fitter, healthier, happier version of you by downloading my free guide.

I know that exercise and healthier eating can seem daunting, particularly if you're fairly new to it, or have tried and failed at diets in the past.

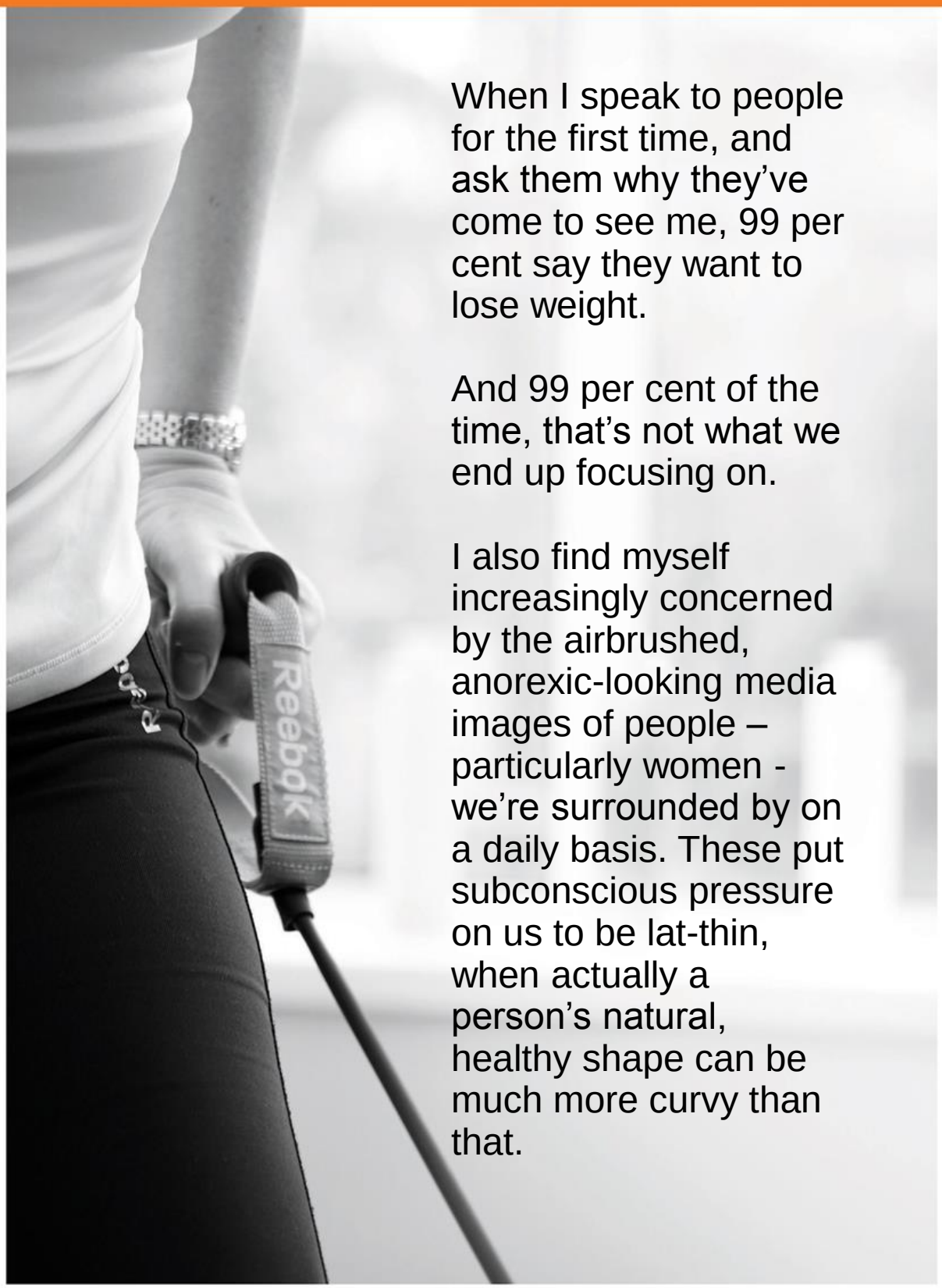
That's why I've produced this document, to provide you with some inspiration, hints and tips – and answer some of the questions you may have, based on my experience of working with people like you.

I hope you'll find it useful. I'll contact you in a few days to see how you're getting on, and don't hesitate to get in touch in the meantime if you have any questions at all.

Warm wishes

Katherine

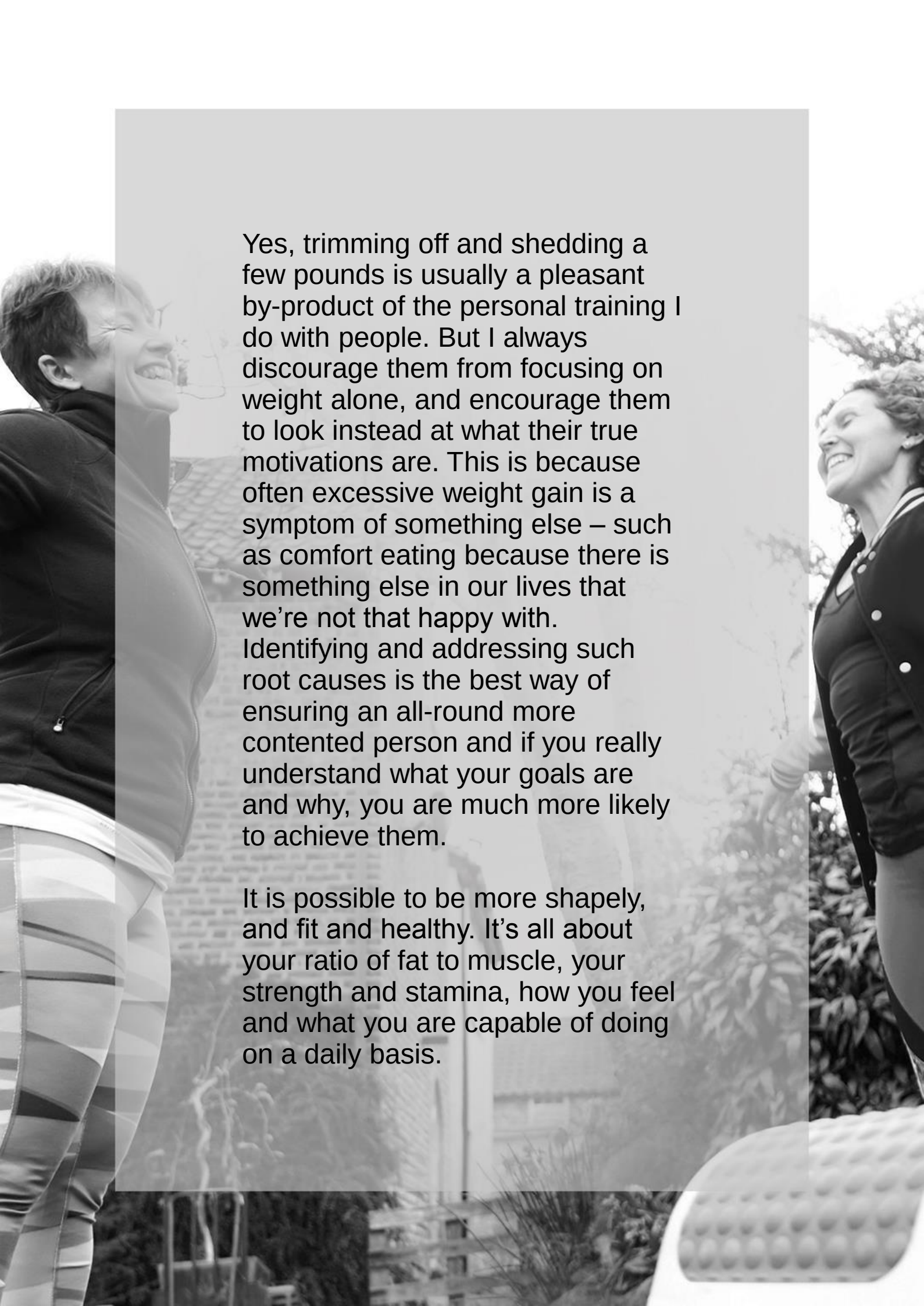
A weighty issue



When I speak to people for the first time, and ask them why they've come to see me, 99 per cent say they want to lose weight.

And 99 per cent of the time, that's not what we end up focusing on.

I also find myself increasingly concerned by the airbrushed, anorexic-looking media images of people – particularly women - we're surrounded by on a daily basis. These put subconscious pressure on us to be lat-thin, when actually a person's natural, healthy shape can be much more curvy than that.



Yes, trimming off and shedding a few pounds is usually a pleasant by-product of the personal training I do with people. But I always discourage them from focusing on weight alone, and encourage them to look instead at what their true motivations are. This is because often excessive weight gain is a symptom of something else – such as comfort eating because there is something else in our lives that we're not that happy with. Identifying and addressing such root causes is the best way of ensuring an all-round more contented person and if you really understand what your goals are and why, you are much more likely to achieve them.

It is possible to be more shapely, and fit and healthy. It's all about your ratio of fat to muscle, your strength and stamina, how you feel and what you are capable of doing on a daily basis.

So, here’s a little exercise to help you identify your motivations, and decide whether exercise and a healthy eating regime could provide you with a route towards achieving them.

How would you describe the way you feel – physically and mentally – on an average day?
Are there any things in your life you can’t do because of physical limitations?

Is there something particular you would like to do, that you wouldn’t by fit enough for, right now?
Is there a particular food habit you have that is causing you problems?
Are you planning for a particular occasion. If so, how would you ideally like to look and feel for that?
Do you have just the right amount of energy for everything you want to achieve in life? Or, do you find yourself collapsing in a heap when you get in from work, with no more left to give yourself or the people that matter to you?

Contact me…

Hopefully, thinking through the questions above will have given you a clearer view of what you need to change. This means you've taken the first, and most important step towards doing that.

If this has whetted your appetite sufficiently that you now want to discover HOW to take the next steps towards your goal, I can help.

If you'd like to arrange a free, informal chat, to discuss your personal situation in more detail, call me on 07942897323 or contact me via the form on my website or email me info@katherinebray.com.

Your food and how you feel

The other common misconception I come across, is that you can mask a bad diet by exercising away what you eat. However, the single, most important contributor to your overall state of health, is your diet, and no amount of exercise will make up for a bad one.

One of the first things I do, when I start to work with someone, is get them to pay closer attention to what they're putting in their mouth, via a food diary.

Very often, it's those little but frequent habits that turn an otherwise healthy diet into one that spells excessive weight gain, sluggishness and even longer term health problems. Every drink, of any kind, and every bite of this or that, adds calories to our overall daily total. Given that men are supposed to have a maximum of 2,500 and women 2,000, each day, you can soon tip the balance the wrong way. Keeping a food diary is a great way of spotting, straightaway, where the problems lie.

So, fill in this '7 Day Food Checker' over the next seven days and see whether it shows up any surprises about your eating habits. Make sure you write down every single thing you eat or drink, and include any sweeteners you add to things like tea and coffee, as they all count.

A food guide

Once you've revealed those little patterns that are making you pile the weight on, you can start to do something about them. One of the first things I do, when I start working with people, is to prescribe them a healthy eating plan. This gives them a list of feel-good foods they can eat on a daily basis, and a target calorie range to stick to.

I don't believe in short-term gimmicks, so all of my recommendations focus on wholesome, nutritional options that will support your overall wellbeing for the long haul, allowing for the odd treat because we're all human after all!

6 simple changes you can make, that will improve how you feel

1. Drink more water! This is one of the most effective things you can do to increase your energy and help you think more clearly. Exactly how much you need will depend on your height and weight but, as a rule of thumb, you should aim to drink around two litres of water every day – and just water, with no added juices or flavourings.
2. Limit caffeine to your morning brew and drink water the rest of the time. It's a fallacy that caffeinated drinks like tea and coffee wake you up – plain old water will do a much better job of keeping you alert.
3. Be active for at least 20 minutes a day. Whether you're comfortable walking, running or dancing, swap 20 minutes of sitting around for something that gets you moving every day.
4. Replace one 'naughty' treat each day with a healthy one that will do you good. You'll be amazed how changing just one bad habit at a time will add up to a major lifestyle change.
5. Go to bed half-an-hour earlier each night. Better rest increases the amount of stamina your body has for doing the physical things you want from it
6. Take five minutes out, every morning and evening, to sit quietly. No mobiles, no distractions, no thoughts, even – just quality quiet time out to reflect and re-boot. This might seem like an odd piece of advice from a fitness coach, but relaxation is just as important as exercise for a balanced and fulfilling way of life.

Frequently asked questions

How can I tell if I'm overweight?

You can work out your official Body Mass Index (BMI) by dividing your weight in kilogrammes by your height in metres, and then dividing the answer by your height again. For example, if you weigh 70 kg and you are 1.75m tall, divide 70 by 1.75 and you get the answer: 40. Then, divide 40 by 1.75 and you get the answer 22.9. Therefore, your BMI is 22.9.

You can access a healthy weight calculator at www.nhs.co.uk/tools/healthyweight, to see if you are within what's considered to be a healthy weight range.

It's important to remember, though, that a range of other factors might be at play and BMI isn't the only measure. For example, you could be heavier but have a healthy ratio of muscle to fat, and therefore still be reasonably fit.

If you would like a more detailed assessment of your overall weight and health, why not take advantage of my **free initial chat**?

Frequently asked questions

Am I too old to exercise?
You are never too old to exercise and the things that you can do will depend on your overall physical condition, whatever your age. The important thing is to tailor your activities to suit your ability, and not over exert yourself, while pushing enough to improve your fitness and strength.

If you would like a more detailed assessment of your state of fitness and the kinds of exercises that might suit you, why not take advantage of my **free initial chat**?

I've had a baby – how soon can I start exercising again?

Pregnancy takes an awful lot out of your body – after all, you are creating and feeding another human being! Depending on the kind of birth you have, this can also leave you with after effects that require some time to heal. Not only that, but pregnancy hormones soften your ligaments and therefore it's important to allow enough time for things to go back to normal, to avoid strains or injury.

However, on the other hand, exercise can be very good for you-time and lifting your mood post-pregnancy, as well as helping you to shed your excess baby weight.

As a rule of thumb, I would suggest allowing three months post-pregnancy before going back to exercise, and then build things back up gradually.

Everyone is different, though. Why not arrange a **free initial chat** about your unique circumstances?

Frequently asked questions

How do I know what kind of exercise is safe for my age?

Age isn't the most important factor here. Some older people have much more capacity for exercise than someone a fraction of their age.

Whoever you are, it's important to consult a professional, who will be able to review your overall state of health, before embarking on an exercise programme.

Why not arrange a **free initial chat** about your unique circumstances?

What if I can't do it?

I really believe there's no such thing as 'can't' – it's about tailoring what you do to your unique ability and circumstances.

Then, with the right guidance and encouragement, you'll be amazed at just what you're capable of, building it up gradually over time.

Why not arrange a **free initial chat** about your unique circumstances?

Frequently asked questions

I've tried a couple of calorie-controlled diets but can't keep the weight off, what can I do?

The problem with dieting, is that it's really just one aspect of your overall lifestyle. Often, they're also so restrictive or prescriptive, they actually make you focus even more on food in general and what you're not allowed to have, making them psychologically harder to stick to.

By combining a tailored exercise plan with sensible eating, and cutting out those things that really aren't good for you, you can make the move towards a longer term, more healthy lifestyle. And once you start to see the difference, you'll have much more motivation to continue, and be reluctant to undo your good work.

I'm not comfortable running or cycling, what exercise can I do?

You shouldn't expect exercising to be easy – if it's too easy, it isn't doing you good. There is something in that old saying of 'no pain, no gain'.

However, exactly what you do can be tailored to your tastes and abilities – the possibilities are endless! In fact, while running is often one of the first exercises people think of when they decide to get fit, in many ways it's not an ideal one because of the pressure it places on muscles and joints, and there are many other options an expert like me would be able to recommend.

Why not arrange a **free initial chat** about your unique circumstances?

However, if you can't quite stretch to my Gold, three-days-a-week package at the moment, I offer a range of other options, including online programmes, to help ensure you don't miss out.

Frequently asked questions

I'm embarrassed about exercising in public because of my size – how can I overcome this?

That's one of the great things about working with a personal trainer like me – as we can hold our sessions at a place where you feel comfortable and you don't have to attend a gym with lots of other people.

At the same time, though, my advice is always to remember that not many people have a perfect body, if there is such a thing, and often we worry too much about what other people think of the way we look. You shouldn't let this hang up put you off improving your own health and fitness – and you'll find it will give you much more confidence about your body image over time.

I'm worried in case I couldn't keep up with a personal trainer?

All of my programmes are tailored to the ability of the person I'm working with, not the other way around. They are designed to build up the resistance gradually, at a level you are comfortable with.

The exercises I offer are straightforward to do and I work patiently alongside every client until they get the hang of them.

Why not arrange a **free initial chat** about your unique circumstances?

valuable commodity.

Frequently asked questions

Which areas do you visit for personal training?

I cover a 20 mile radius if Pickering in North Yorkshire. However, if you live a little further afield, don't worry, as that's where my online programmes come into play and could really help you.

Why not arrange a **free initial chat** about your unique circumstances?

Do I need to buy lots of equipment?

Not at all. You can achieve a lot simply with the correct body strength exercises. If you work with me, I bring along all the equipment we need for our sessions and I can guide you in terms of what inexpensive equipment you might want to invest in, if you want to continue with certain routines on your own in between sessions.

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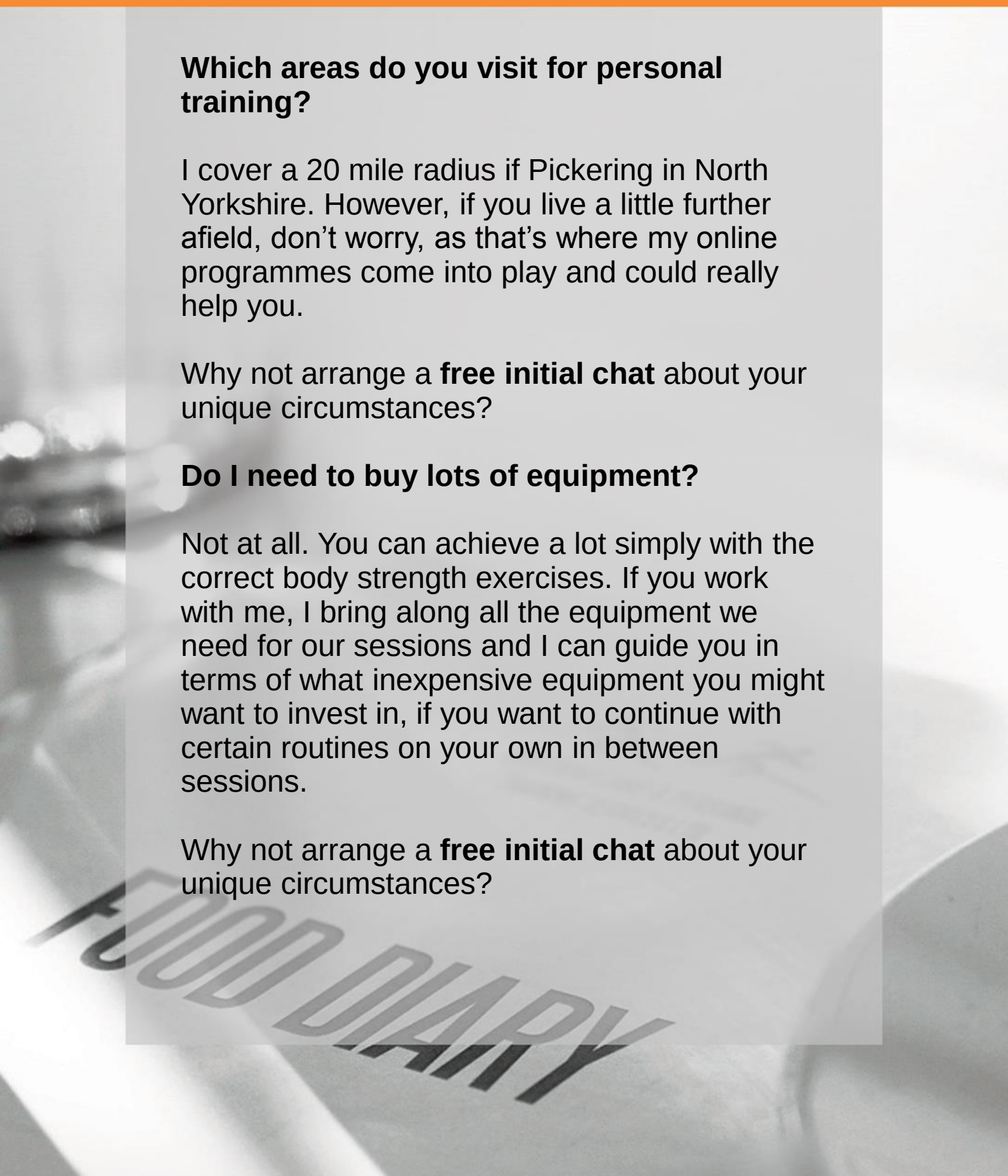


Frequently asked questions

Why would I choose a personal trainer rather than a gym?

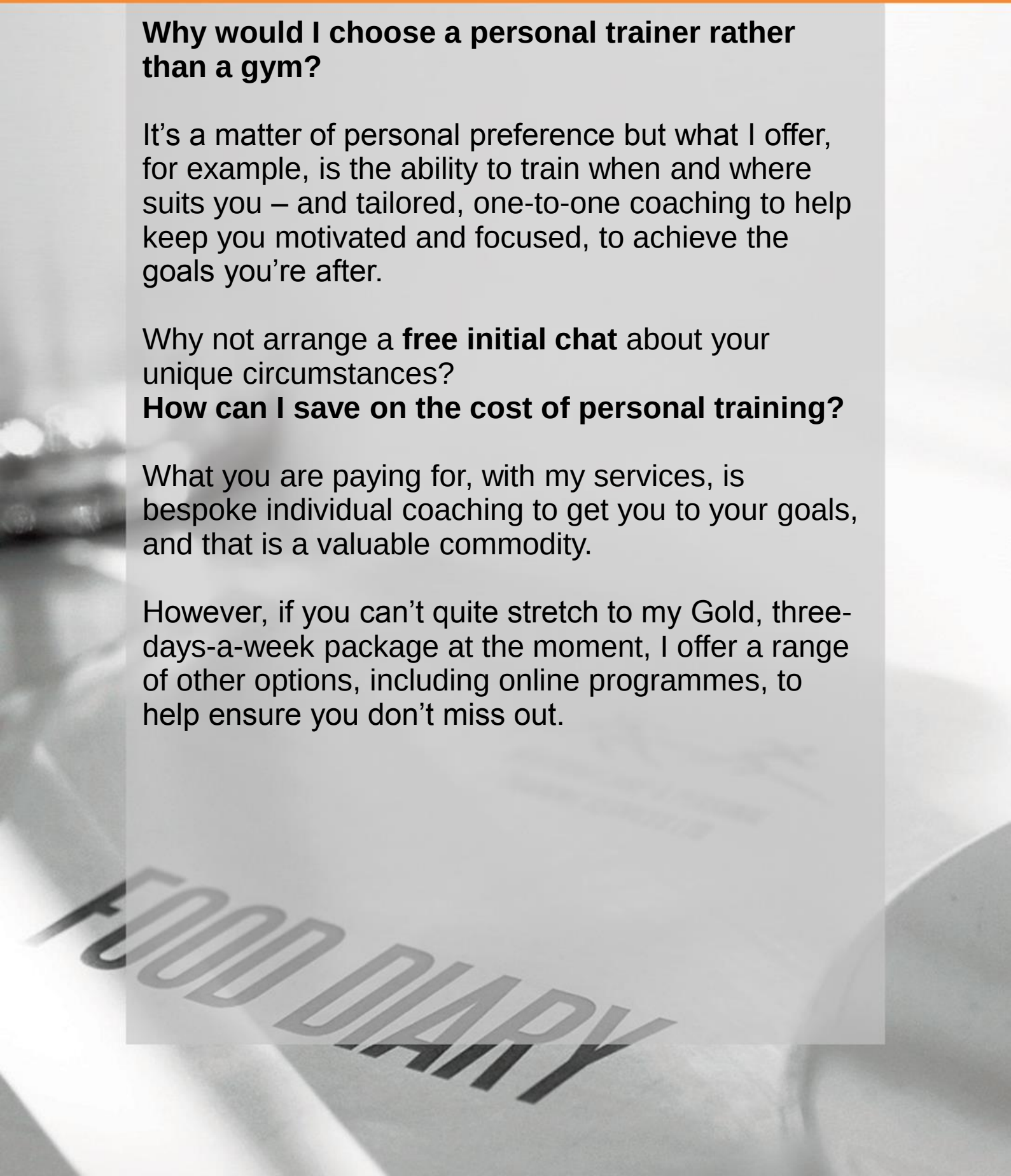
It's a matter of personal preference but what I offer, for example, is the ability to train when and where suits you – and tailored, one-to-one coaching to help keep you motivated and focused, to achieve the goals you're after.

Why not arrange a **free initial chat** about your unique circumstances?

How can I save on the cost of personal training?

What you are paying for, with my services, is bespoke individual coaching to get you to your goals, and that is a valuable commodity.

However, if you can't quite stretch to my Gold, three-days-a-week package at the moment, I offer a range of other options, including online programmes, to help ensure you don't miss out.



Frequently asked questions

You can change your body and lifestyle in just 12 weeks. Yes, that's really true! This is the optimum length of time to transform your mindset, body and lifestyle so that you have more energy, feel less stressed and look fantastic.

In my 12-week, comprehensive programme, I look at all aspects of your lifestyle and take you step-by-step towards the body you want. So, there is no need to join a gym because I will deliver your one-to-one, bespoke training programme in whichever environment you feel most comfortable in, whether that's your own home, garden or favourite outdoor space.

It's a scientific fact that it takes 12 weeks to break a habit and 12 weeks to create a new one. I will be there for you every step of the way with motivation, support and inspiration, coaching you and holding your hand to ensure you get the results you most deeply desire. You can choose from having one, two or three sessions a week. I will also weigh and measure you, and offer you tailored guidance on your diet, to keep you on track.

GOLD PACKAGE - £1260
3 sessions per week
36 sessions in total

SILVER PACKAGE - £840
2 sessions per week
24 sessions in total

BRONZE PACKAGE - £420
1 session per week
12 sessions in total

For a free, no obligation chat about your situation, and the activities that might suit you best, email info@katherinebray.com or call me on 07942897323.