



THE ELITE EDGE

Online Coaching

#BOYCOTTAVERAGE

ONLINE COACHING

AT THE ELITE EDGE, WE HAVE VERY LITTLE TOLERANCE FOR BS. SO, AFTER MUCH TRIAL, EXPERIMENTATION, DEVELOPMENT, AND FINE-TUNING, WE'RE VERY PROUD TO PRESENT AN ONLINE PERSONAL TRAINING PROGRAM WHICH MEETS OUR STANDARDS OF EXCELLENCE.

WE'VE BEEN INUNDATED WITH A MASSIVE NUMBER OF REQUESTS TO OFFER TRAINING ONLINE FOR SOME TIME NOW. FOR A NUMBER OF REASONS, NOT EVERY INDIVIDUAL IS CAPABLE OF WORKING WITH US IN PERSON. AN ERRATIC SCHEDULE, PHYSICAL LOCATION, AND EVEN COST OF IN-PERSON TRAINING MAY ALL BE LIMITING FACTORS. HOWEVER, THESE POSITIONS SHOULDN'T PREVENT ANYONE FROM REACHING THE PEAK HEALTH AND PHYSICAL PERFORMANCE THEY'RE ENTITLED TO.

DUE TO THIS DEMAND, WE'VE CREATED A PLATFORM THAT ALLOWS US TO DELIVER THE SAME HIGH-QUALITY TRAINING EXPERIENCE ALONG WITH THE RESULTS WE'RE KNOWN. OUR TRAINING IS NOW AVAILABLE INDEPENDENT OF LOCATION AND EASILY ACCESSIBLE ON YOUR COMPUTER OR MOBILE PHONE, ANYWHERE AROUND THE WORLD. AND, TO TOP IT OFF, IT'S NOW ALSO A FRACTION OF THE COST OF IN-PERSON TRAINING.

IF YOU'RE READING THIS, YOU'RE ONE OF THE FEW WHO'VE BEEN INVITED TO JOIN THIS PROGRAM. WE'RE EXCITED TO OFFER YOU THE CHANCE TO EXPERIENCE REAL, CHANGE-PRODUCING ONLINE COACHING.

IF YOU KNOW ANYTHING ABOUT US, YOU KNOW THAT WE'RE ABOUT NOT JUST ABOUT BEING ON THE CUTTING EDGE; WE'RE THE ONES SHARPENING IT. WE KNOW EXACTLY WHAT IT TAKES TO BRING YOU TO WHERE YOU WANT TO BE. IF YOU KNOW THAT YOU WANT RESULTS AND YOU WANT TO BREAK THROUGH PAST THRESHOLDS, THE ELITE EDGE IS FOR YOU. IT'S THE SUPPORT, ACCOUNTABILITY, ADVANCED RESOURCES, BEST PRACTICES AND COACHING YOU'VE BEEN LOOKING FOR. THIS IS YOUR CHANCE TO GET RESULTS THAT STAND OUT AND #BOYCOTTAVERAGE.

THE ELITE EDGE DIFFERENCE

WHAT SETS US APART IS OUR RESULTS. THESE RESULTS ARE A PRODUCT OF 4 KEY FACTORS EMBEDDED WITHIN THE HEART OF OUR ONLINE COACHING.



ADVANCED RESOURCES

OUR METHODOLOGY HAS BEEN RIGOROUSLY DEVELOPED THROUGH NEARLY 20 YEARS OF RESEARCH AND CONSULTATION WITH WORLD-CLASS EXPERTS. ACCESS TO THESE LITTLE-KNOWN TECHNIQUES AND STRATEGIES, THROUGH OUR ONLINE LEARNING PLATFORM, WILL HELP YOU REACH YOUR GOALS WITH EFFICIENCY.



HIGHER STANDARDS

PART OF OUR JOB IS TO SHOW YOU EXACTLY WHAT YOU'RE CAPABLE OF. WE NEVER ALLOW YOU TO SELL YOURSELF SHORT AND WILL ALWAYS PUSH YOU TO STRIVE FOR EXCELLENCE.



GOAL SPECIFIC PROGRAMMING

YOU HAVE THE GOAL. WE HAVE THE VISION AND PROCESS TO GET YOU THERE. WITH SPECIFIC GOALS AND CLEAR BENCHMARKS TOWARD REACHING THEM, A LASER-FOCUSED PROGRAM CAN BE TAILORED AND DEVELOPED. THERE ARE NO COOKIE-CUTTER PROGRAMS TO BE FOUND HERE.



ACCOUNTABILITY

WE GET IT. YOU'RE BUSY. WE'RE HERE AS AN ACCOUNTABILITY PARTNER TO KEEP YOU ON TRACK, MOTIVATED, COMMITTED AND PROGRESSING AT FULL SPEED. THE ELITE EDGE IS WHERE EXCUSES END AND RESULTS BEGIN.

THE ELITE EDGE DIFFERENCE



WHAT'S INCLUDED

AN ELITE EDGE COACH WHO HAS SMASHED THROUGH THRESHOLDS, PLATEAUS, AND PERSONAL GOALS THEMSELVES (I.E. SOMEONE WHO WALKS THE WALK) WILL CREATE A FULLY INDIVIDUALIZED PROGRAM AND MENTOR YOU THROUGH THE PROCESS OF BREAKING THROUGH YOUR CURRENT GOALS

- YOUR GOALS
- CUSTOM WORKOUTS
- TECHNIQUE VIDEOS
- ADVANCED LIFESTYLE & NUTRITION AUDIT
- RECIPES
- ACCOUNTABILITY
- RESULTS

WORKOUTS ARE ACCESSED ONLINE THROUGH THE VITRUVIAN APP. EACH WORKOUT IS IMPECCABLY DESIGNED WITH INCREDIBLE DETAIL TO HELP YOU COMPLETE YOUR TRAINING WITH PROGRESSION AND PRECISION. YOU'LL SMASH PAST YOUR CURRENT THRESHOLD.

ACCESS TO OUR THRESHOLD ACCELERATOR MEMBERS PAGE, WHERE YOU CAN GET EXCLUSIVE ARTICLES, DETAILED LIFESTYLE AND NUTRITION ADVICE, EXTENSIVE EXERCISE TECHNIQUE VIDEOS AND ADDITIONAL SUPPORT.

ACCOUNTABILITY AND SUPPORT FROM YOUR COACH. QUESTIONS ABOUT YOUR TRAINING AND WHAT IT TAKES TO GET RESULTS ARE ANSWERED PROMPTLY AND WITH UNWAVERING CLARITY. LEAVE NO STONE UNTURNED WHEN IT COMES TO ACHIEVING THE RESULTS YOU DESIRE.

WHO'S THIS FOR?

IN LIFE, YOU ARE DEFINED BY THE OPPORTUNITIES YOU TURN DOWN MORE THAN THOSE YOU ACCEPT.

ONLINE TRAINING WITH THE ELITE EDGE IS FOR DRIVEN INDIVIDUALS WHO HAVE DISTINCT HEALTH AND FITNESS GOALS. YOUR GOALS MAY INVOLVE IMPROVING YOUR STRENGTH, BUILDING MUSCLE, BURNING FAT, IMPROVING ATHLETIC PERFORMANCE, CHANGING YOUR HEALTH, OR SOME COMBINATION THEREOF. WHAT IS IMPORTANT IS THAT THEY ARE UNIQUELY YOUR GOALS - AND YOU HAVE A STRONG DESIRE TO REACH THEM.

THIS IS NOT FOR PEOPLE WHO SIMPLY WANT TO "EXERCISE". EXERCISE CAN BE COMPLETED ON YOUR OWN, AS IT HAS NO SPECIFIC GOAL AND DOES NOT REQUIRE EXPERT COACHING. THOSE LOOKING FOR EXERCISE ARE SIMPLY TURNED AWAY AND REFERRED TO ANOTHER BABYSITTER MOONLIGHTING AS A PERSONAL TRAINER.

ONCE AGAIN, WE HAVE ZERO TOLERANCE FOR BS. WE ARE NOT A GOVERNMENT SERVICE. WE ARE NOT MONEY ORIENTED. WE ARE EXCITED TO GUIDE AND HELP OTHERS CREATE REAL CHANGE. WE LIVE IN A WORLD WHERE NEARLY EVERYONE SLEEPWALKS THROUGH THEIR WORKOUTS, PUTTING IN 3 SETS OF 10 REPS FOR YEARS ON END AND STILL LOOKS AND PERFORMS AT AVERAGE. BY JOINING US, YOU'RE MAKING A STRONG STATEMENT, THAT YOU TOO HAVE NO TOLERANCE FOR GARBAGE AND CHOOSE TO #BOYCOTTAVERAGE.

WE KNOW THIS MAY SCARE THE MAJORITY OF APPLICANTS AWAY.

WE'RE FOR THE FEW.

THAT'S WHAT MAKES THIS PROGRAM EXCEPTIONAL.

AND WE'LL DO WHATEVER WE CAN TO KEEP IT THAT WAY.

WHAT WE EXPECT

1 TRUST IN THE PROCESS - SOME OF THE WORK WE DO IN MONTH ONE PRODUCES RESULTS IN MONTH SIX. STAY WITH IT, PUSH THROUGH IMPATIENCE AND FRUSTRATION AND TRUST THAT WE ARE MOVING YOU TOWARDS THE GOAL AT SPEED. CHANGING YOUR BODY AND PERFORMANCE IS RARELY IF EVER A LINEAR PROCESS; HOWEVER, DON'T BE SURPRISED WHEN YOU EXPERIENCE EXPONENTIAL CHANGE.

2 DON'T GO REPTILE - ON OUR MEMBERSHIP PAGE WE WILL GIVE YOU ADDITIONAL RESOURCES THAT REQUIRE YOU TO LEARN AND STEP OUTSIDE YOUR COMFORT ZONE. IN MOMENTS OF DISCOMFORT, KEEP YOUR EYE ON THE PRIZE - WE ARE ON YOUR SIDE, FIGHTING IN YOUR CORNER TO GIVE YOU WHAT WORKS. WHEN YOU KNOW BETTER, YOU WILL DO BETTER.

3 DO THE WORK, NO MATTER WHAT - WE ASSUME YOU ARE BUSY, WE ASSUME YOU HAVE OTHER COMMITMENTS BUT WE ALSO ASSUME YOU ARE DRIVEN AND RESOURCEFUL. DON'T COME TO US WITH EXCUSES, YOU STILL HAVE TO DO THE WORK. HOWEVER, WE'LL MAKE IT AS EFFICIENT AS POSSIBLE SO YOU CAN WALK OUT THE DOOR WITH RESULTS.

4 KEEP IN TOUCH - WE HAVE ZERO INTEREST IN SELLING YOU A PROGRAM. WE SELL RESULTS. SINCE WE CAN'T SEE YOU ON A REGULAR BASIS, WE EXPECT YOU TO KEEP IN TOUCH ON A CONSISTENT BASIS. SCHEDULED CHECK-INS ARE REQUIRED. ADDITIONALLY, IN CERTAIN SCENARIOS, WE MAY ASK YOU TO VIDEO YOUR LIFTING TECHNIQUE. DOING SO REQUIRES A WORKING CELLPHONE AND THE ABILITY TO ASK SOMEONE TO FILM YOU. SHYNESS SHOULD NOT LIMIT YOU FROM PROGRESS.

A woman in a black tank top and shorts is holding a thick, braided rope against a white brick wall. She is looking towards the camera. The rope is coiled on the floor and extends upwards. The background is a white brick wall. The image is split vertically, with the left side being a lighter blue and the right side being a darker blue.

**IT IS A SHAME FOR A
MAN TO GROW OLD
WITHOUT SEEING THE
BEAUTY AND
STRENGTH OF WHICH
HIS BODY IS
CAPABLE.**

- Socrates