

# **WELCOME PACKET**

# Welcome New Spurling Family Member

## Congratulations!

You made an awesome decision. You decided to commit yourself to changing your life. We're so excited to have you here and to welcome you as a member of the Spurling Family.

We promise to hold you accountable to your fitness goals while continually motivating and inspiring you to achieve those goals and more. Throughout your journey, your motivation will ebb and flow.

You'll face challenges—being under the weather, busy schedules, fatigue, and more. These obstacles are part of the process, but our job as coaches is to help you see past them. We're here to guide you, support you, and make sure that the commitment you've made to improving your fitness and life is fulfilled.

## We're here to promise you three things:

- We will NOT quit on you.
- We will NOT give up on you.
- We will NOT let you quit on yourself.

Thank you for trusting us with your fitness journey. Please don't hesitate to reach out with any questions, concerns, or feedback.

Your experience at Spurling is our number one priority.

**1% Better.**

Dedicated To Your Success,

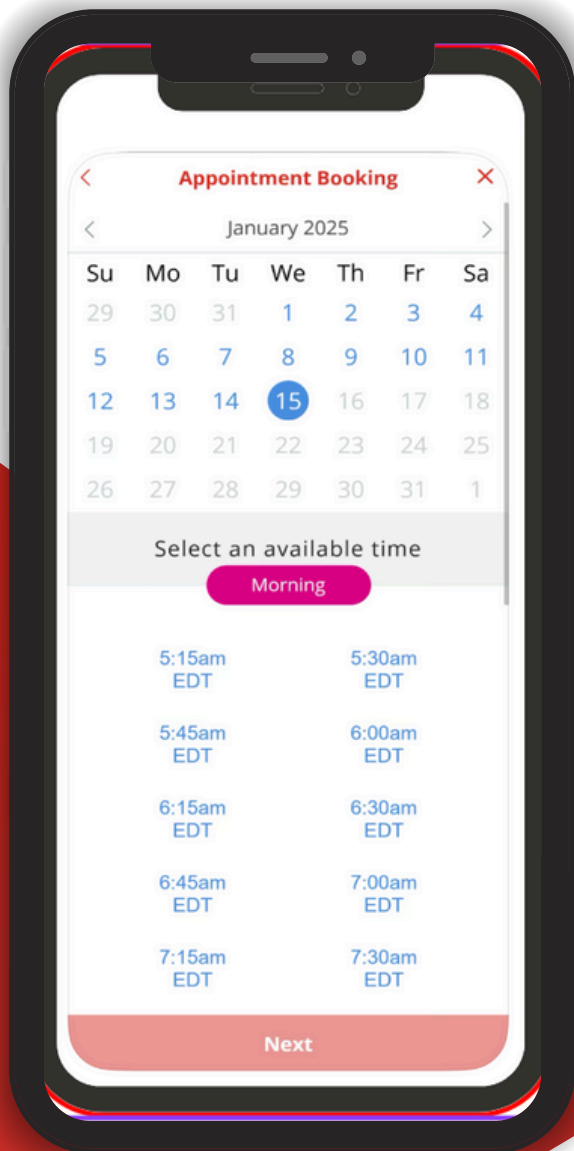
Doug Spurling  
Founder, Co-Owner

Josh Williams  
Co-Owner



# Scheduling

Accountability starts with scheduling your sessions. Here's how we make it easy for you to stay on track:



## Scheduling App:

Use the Spurling Fitness app to book all your sessions.

## Quarterly Schedules:

We release the schedule every quarter.

## Cancellation Policy:

Cancel your session at least 8 hours before it starts to avoid a \$10 no-show or late-cancellation fee.



## Notify Us:

207-467-3757 (call)  
207-464-2458 (text)  
[info@spurlingfitness.com](mailto:info@spurlingfitness.com)

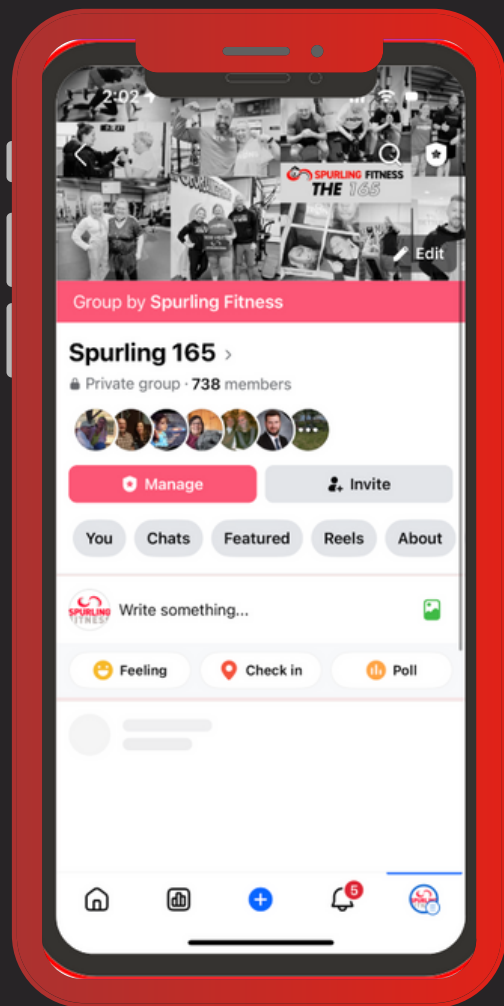
Life happens, and we understand. Just let us know as soon as possible if you can't make it.

# Private Client-Only Community

You'll receive a welcome email with a link to join our private members-only Facebook group, Spurling 165.

This group is your resource hub for the 165 hours a week you're not in the gym.

- Introduce yourself to the group! Share a little about why you joined and a fun fact or two about yourself.
- Explore the Units and Files section for helpful resources on nutrition, recipes, and at-home workouts.
- Check in daily for announcements, events, and tips to keep you motivated.





# Your Program

Our personalized approach means every aspect of your training is tailored to your goals, injuries, and preferences.

## Small Group Personal Training:

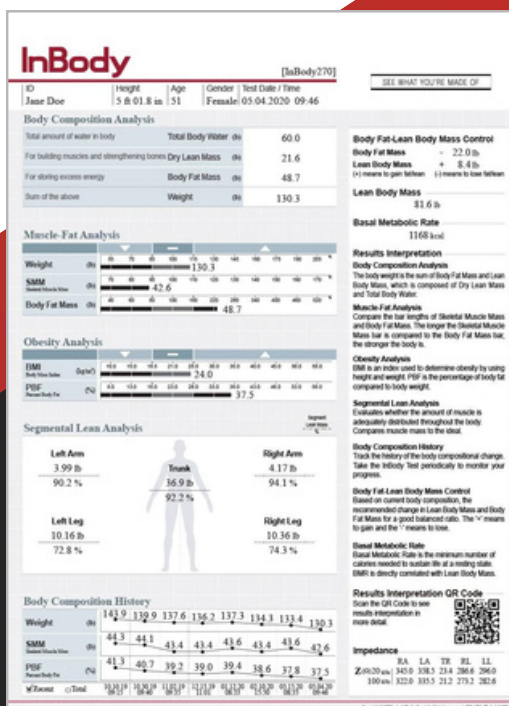
Sessions include up to six clients, allowing you to enjoy a personalized experience within a supportive group environment.

## Four-Week Blocks:

Programs are designed in four-week cycles to keep your workouts fresh and progressive.

## Tracking & Adjustments:

Coaches track your progress, weights, and injuries using an iPad, so you can just focus on showing up



# Inbody

We guarantee results, and InBody scans help us measure your progress.

## What Is an InBody Scan?

A non-invasive analysis that measures body fat, muscle mass, water content, and other key metrics.

## Frequency:

Scans are scheduled every four weeks to track changes and celebrate milestones.

# Celebrate Your Consistency

## Frequent Sweaters Club



Attend 10+ sessions in a calendar month to have your name displayed on the chalkboard and receive a sticker for your club card. Although some months 10 workouts will be doable, there will be plenty of months where it's a challenge too. We strive hard to drive home the importance of hitting 10 workouts per month, every month, rather than going hard some months and taking off other months.

## Visits Club



We celebrate long-term commitment with lifetime milestones:

**Milestones:** 25, 50, 100, 250, 500, and even 1,000 visits.

**Tracking:** We'll keep track of your progress and celebrate your achievements along the way.

# Guide To Success

## Daily

- Sign Up For Your Sessions In Mindbody
- Track Your Food On An App (MyNetDiary, Cronometer, or Lose It!)
- Stick to recommended calories on the app
- Protein Goal =  $(WT/2.2) \times 1.5$
- Follow 6 Pillars of Nutrition
- Eat multiple meals daily
- Choose minimally processed foods
- Eat fruits & vegetables
- Avoid calorie-rich drinks
- Include lean protein in every meal
- Have carbs only breakfast or around workouts

## Monthly

- Sign Up For Your Next Month's Sessions
- Do An Inbody To Measure Progress
- Make The Frequent Sweaters Board
- Complete Your New Program
- Refer A Friend To Get A Free Month

Food Suggestions (Stick To Your Food Tracking App Macro Limits)

### Protein

- Ground Lamb
- Atlantic Salmon
- Wild Caught Shrimp
- Pork Tenderloin
- Deli Ham
- Whole Eggs
- Chicken Breast
- Sea Bass
- Mahi Mahi
- Cod
- Tuna
- Deli Turkey
- 0% Greek Yogurt
- Eggs
- Steak
- Ground Beef
- Ground Bison
- Ground Turkey
- Ground Chicken
- Bacon

### Carbs

- Butternut Squash
- Carrots
- Spaghetti Squash
- Yellow Squash
- Green Zucchini
- Jasmine Rice
- BrownRice
- Quinoa
- BlackBeans
- Oats
- Potatoes
- SweetPotatoes
- Plantations
- Banana
- Applies
- Blueberries
- Raspberries
- Strawberries
- Blackberries

### Veggies

- Celery
- Bok Choy
- Mushrooms
- Zucchini
- Radish
- Asparagus
- Cauliflower
- Bell pepper
- Eggplant
- Brussel Sprouts
- Broccoli
- Spaghetti Squash
- Pumpkin
- Carrots
- Peas
- Corn



# What If I Can't Make It Into The Gym?

There will be times when life events pop up that prevent you from getting to the gym. This could be due to traveling, family needs, or any other reason. But don't worry, we still have you covered.

**We have an extensive bank of recorded virtual livestream workouts for your convenience.**

Access recorded virtual livestream workouts at :



[www.spurlingfitness.com/client](http://www.spurlingfitness.com/client)

**Need a personalized plan?  
Contact a coach, and we'll create one for you.**





# A Guide to Injuries

Injuries happen, whether they're pre-existing or occur outside the gym. Here's how we handle them:

Unlike a traditional health club, you're under constant professional supervision and we can usually work around and rehab the injury with you. We also maintain great relationships with the local physical therapists, doctors, and other healthcare team members.

So...if you do have a new injury that develops that we don't already know about follow this simple three-step process

- ✓ Notify our coaching team about the injury.
- ✓ Schedule a free evaluation with one of our trusted local physical therapists.
- ✓ Collaborate on a customized plan to get you back to feeling your best.

**Remember, rarely is the answer to rest and do nothing.**

**We can always modify around the affected area, strengthen the affected area, and keep you going.**



★★★★★  
**MICHELLE**

For nearly two decades I had been trying to figure out how to handle my chronic pain. Since starting at Spurling 8 months ago I have had better results than any other solution I've tried from PT to acupuncture to medications. On top of that, I'm also stronger than I've ever been.

# 7-DAY GUEST PASS



Bring A Friend, Family Member or Co-Worker  
With You For A Free **7-Day Trial**

SCAN QR CODE TO ACTIVATE OR VISIT  
[SPURLINGFITNESS.COM/GUESTPASS](https://spurlingfitness.com/guestpass)

