

HEALTHY

Body

HEALTHY

Life

CB *Fitness*

Nutrition Lifestyle



101

caitlynblockfitness.com

Getting Started



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I am not a doctor or a dietician. The information I provide is based on my personal experience, studies of NASM CPT, and my experience as a Personal Trainer. Any recommendations I may make about weight training, nutrition, supplements or lifestyle, or information provided to you in person or in this email should be discussed between you and your doctor because working out involves risks. The information you receive in our emails, programs, services and products do not take the place of professional medical advice.

About your coach



Caitlyn

A little insight into who I am...my name is Caitlyn and I live in Pasadena, MD. I recently left my full time 9-5 job (of 7 years) to pursue my passion of coaching fitness and nutrition full time. I graduated college in May 2021 with my Bachelor's degree in Criminal Justice. I have two sisters and I'm a dog mom to a golden retriever named Koda. I joined the gym sometime during my senior year of high school and then I did my first 8 week challenge in Spring 2016. This is where I fell in love with the fitness lifestyle. In 2017 and 2018, I competed in competitive bodybuilding (Bikini division).

Back in early 2019, I made the decision to step away from competing and focus on living an overall healthier lifestyle. I want to live a long, healthy life so my health is my number one priority. Since I became interested in health and nutrition, I have done endless amounts of research and became a certified personal trainer through the National Academy of Sports Medicine (NASM) in July 2019. My goal is to help as many people as I can achieve sustainable results, gain confidence in themselves and learn how to live a healthier lifestyle.



Note from Caitlyn

I am SO excited to have you here! My goal is to help as many people as I can to achieve sustainable results, gain confidence in themselves and learn how to live a healthier lifestyle.



About Me

My name is Caitlyn Block and I am the owner of CB Fitness, LLC. I'm 24 years old and live in Oahu, Hawaii. I left my 9-5 job in December 2021 to take my coaching full time. I graduated with my Bachelor's (criminal justice) in May 2021. I hold the following certifications: NASM CPT and NASM weight loss specialist. Currently working on my

nutritionist certification and I'm a 1st Phorm sponsored trainer. I enjoy spending time at the beach, surfing, traveling, with friends/family and of course...working out!



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Learn more about your coach and find links to everything you need as a client on this page.

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Step by step instructions on how to set up the 1st Phorm App can be found on pages 9-11.

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FINAL WORDS

A brief message before you go.

Where to begin

I am so happy that you made the choice to have me as your coach and place your trust in me. I understand that as your coach, I may ask a lot of you, including to trust me and trust the process that it will take to reach your goals.

This is not some quick fix, joining CB Fitness is going to teach you how to change your daily habits and how to make this a lifestyle change that way you can keep the results you achieve long term. Sustainability is key to keeping those results.

No more yo-yo dieting, no more crash diets or detoxes. None of that nonsense. You can achieve your fitness goals and live a well-balanced life at the same time. They are not mutually exclusive.

I can promise you that I will never ask you to do anything that I don't fully believe that you are capable of doing. The things I ask my clients to do such as tracking food, working out, and being active in the FaceBook group, are all things that I will always be doing right alongside with you.

The next few pages will walk you through how to get started with working with me. I will provide you with the tools you will need to achieve your goals as well as help guide you on how to set goals for yourself. Please read through this entire guide before beginning any of the steps.

Let's Get Started

01

SET YOUR GOALS

Take a few minutes and decide what your goals are. Think about where you want to be in 3 months, 6 months, a year from now. Think about the changes you want to achieve physically, mentally, emotionally, and so on. Visit page 8 for help with setting your goals .

02

FILL OUT MY INTAKE FORM

Second, if you have not done so already....please take a few minutes and complete my client intake form. This form helps provide me with more information so that I can help you the best I can. To fill it out, [click here](#).

03

DOWNLOAD THE 1ST PHORM APP

All of my clients utilize this app to work with me. This app is an all in one place to track your food, log water intake, receive semi-custom workout plans, watch live educational videos, store progress photos/measurements and much more. Please go ahead, download the app and sign up. The app costs \$12.99/month or roughly \$130/year. This is the only way to have access to my coaching.

[Click here](#) to download the app

04

JOIN MY PRIVATE FACEBOOK GROUP

I ask that everyone joins my private FaceBook group. This is a community of like-minded individuals that are there to support one another. This is where I provide majority of my education. I provide free resources, and do giveaways and challenges in the group too! [Click here](#) to join

Almost there...

05

TRACK YOUR FOOD

Track EVERYTHING that goes into your mouth. This includes food, drinks, condiments, cooking oils, etc. Log your water intake as well. The goal is to aim to hit your protein and calories (be as close as you can to all three macros).

06

INTRODUCE YOURSELF TO TEAM CB FITNESS FACEBOOK COMMUNITY

Go ahead and introduce yourself to the girls over in the Facebook group! Feel free to share successes, struggles, photos, memes, or anything that you see fit. Just keep it positive!

07

SCHEDULE TO ATTEND ONE OF THE ORIENTATION/ZOOM WELCOME CALLS

There are 1-2 zoom calls every week. You must attend at least one for orientation/welcome.

We will go over how to have the app set up, what the plan is to achieve your goals and go over any questions.

Before our call

Please set a list of goals for yourself using the SMART goals method. If you're unsure how to make them SMART, still write down your goals that way we can discuss them on our call.

SET SMART GOALS

Specific goals allows you to adequately and properly assess whether or not you are making progress toward achieving your goal. Instead of saying "I'm going to eat healthier", you would say "I'm going to add veggies to 2-3 of my meals daily".

Measurable goals are exactly what they sound like. They need to be something you can actually measure. Instead of saying "I am going to lose a few pounds", you could say "I am going to lose 10 lbs in 3 months".

Action-oriented goals mean that you have a plan to reach said goal. If we reduce your caloric intake from 2,500 to 1,700 calories, then your plan could be to stop buying calorie dense "junk" foods and start buying more nutrient dense foods.

Realistic goals that are also challenging are important. Instead of setting the goal of losing 50 lbs in 4 weeks, set a more realistic but challenging goal of losing 50 lbs in 6 months. Setting unattainable goals only sets us up for failure and discouragement.

Timely goals mean that you have a deadline. Both short- and long-term goals are necessary to maximize performance and behavioral change. We can set these together but have an idea of where you would like to begin before we chat. Self-determined goals are the final goal. This means that you have to be the one to decide what you want - I just help figure out a plan to reach those goals!

Setting up the app

You will next answer a few simple questions such as birthday, height, current weight, and goal weight. If you need help with a goal weight, just enter what you think is appropriate now and we can discuss it later. There will be a series of questions after this so I will cover the ones that are most commonly answered incorrectly next.



App Advisor Set-up

01

DOWNLOAD 1ST PHORM APP

I need you to have the premium version of the app. You will get so many features in the premium version that make it second to none. It equals out to just .13/day and you will get 5 different exercise programs with varying levels of difficulty, macro/calorie counting meal plan with a barcode scanner, direct messaging with me, access to our registered dietitians archived and live podcasts as well as so much more!



02

ADD ME AS YOUR ADVISOR

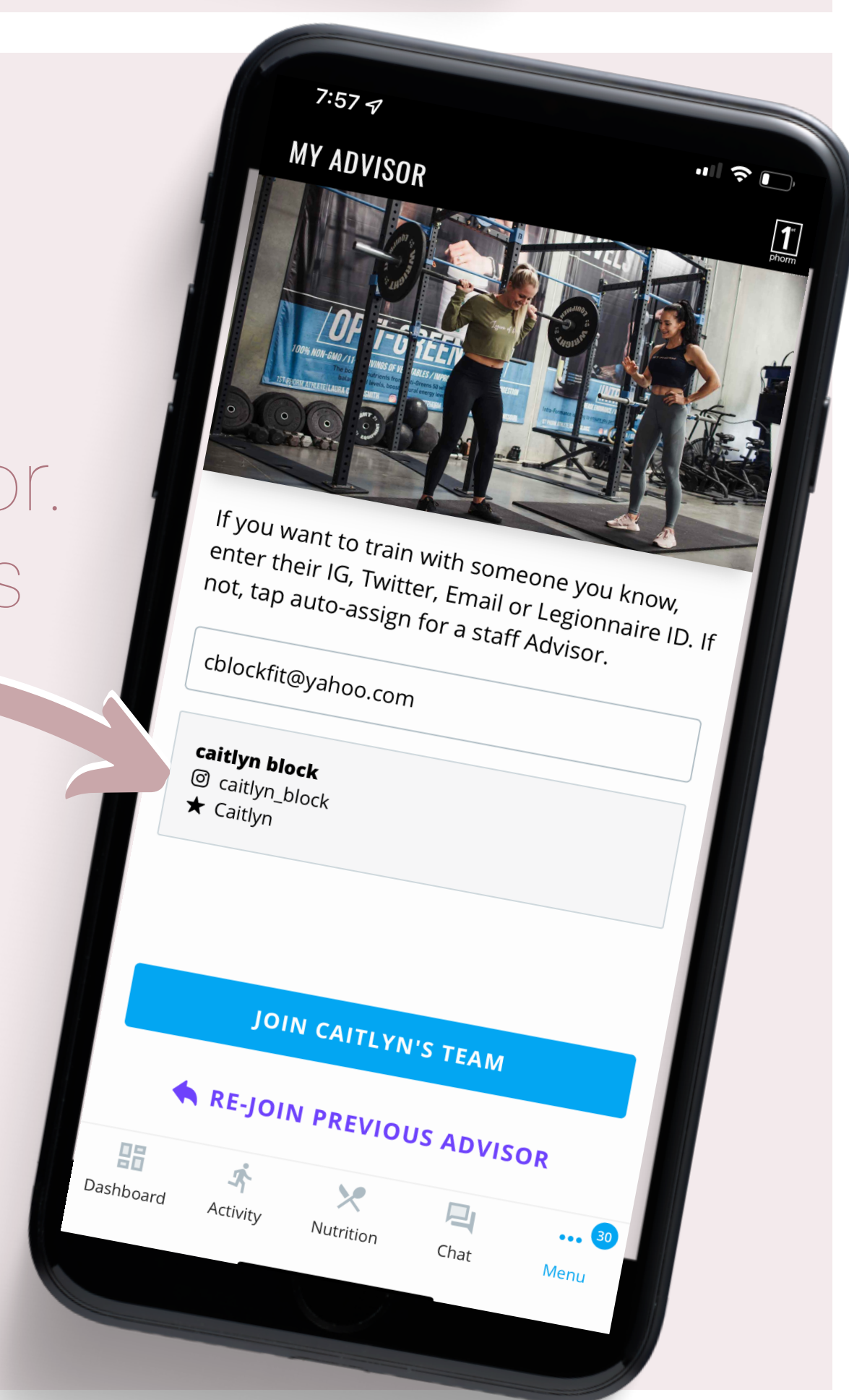
Under menu (bottom right corner) choose my advisor. Please double check that I, Caitlyn Block, am listed as your advisor.

IF I AM NOT:

choose "Drop Advisor".

Enter my email address: cblockfit@yahoo.com

Click to "Join Caitlyn's Team"

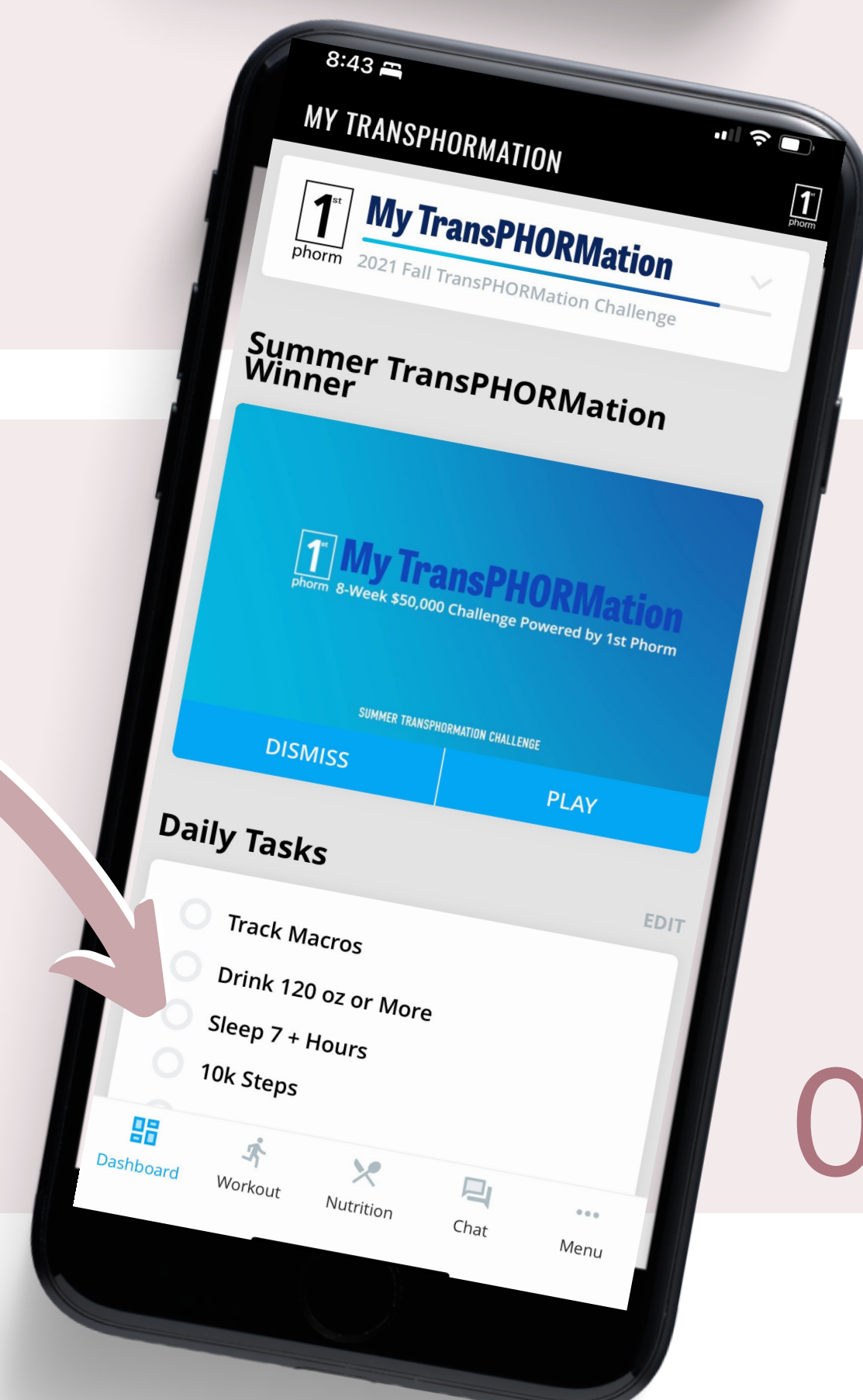


03

ONCE I AM ADDED, SEND ME A MESSAGE IN THE APP

04

CONTINUE SET-UP OF APP AND FILL OUT WEEKLY CHECK-IN, AND DAILY TASKS



08

Nutrition Set-up

01 START CALORIES/ MACRO COUNTING

Under the nutrition tab, choose the meal plan 'calorie/macro counting'

1) Portion Control

- Good for getting started learning about portions and using a list of healthy foods.
- Use the size of your hand as a guide for learning how much to portion out.
- No measuring or weighing.
- Choose from a decent selection of healthy foods. Good for people that like to have a set list of foods to choose from.
- Set number of daily meals (3)

2) Macro Meal Plan

- Portions tailored to your bodies energy needs.
- Choose from a decent selection of healthy foods. Good for people that like to have a set list of foods to choose from.
- Weighing individual foods allows you to learn more about your nutrition.
- Select # of meals daily (between 3-6).

3) Calorie/Macro Counting

- Lots of flexible tracking options. Allows you to enter in/track any type of food, so options are not limited.
- Weigh individual foods. Tailored to your custom goals, this is the most accurate option. Best potential for results and what I recommend to 99% of my clients.

02 CHOOSE FOOD PREFERENCE:

For preference on carbs (fruit, bread, rice, pasta) or fats (nuts, seeds, avocado, nut butters): if you don't know which you enjoy more, please choose 'both'.

03 SET GOALS

If you have any body fat to lose, you will want to choose 'Primarily lose body fat'. If you simply want to maintain your weight and focus on foundational health first choose 'Maintain'. If you want to build muscle (which will come with some fat gain as well) please choose 'Gain Lean Muscle'.

04 SET ACTIVITY LEVEL

Sedentary

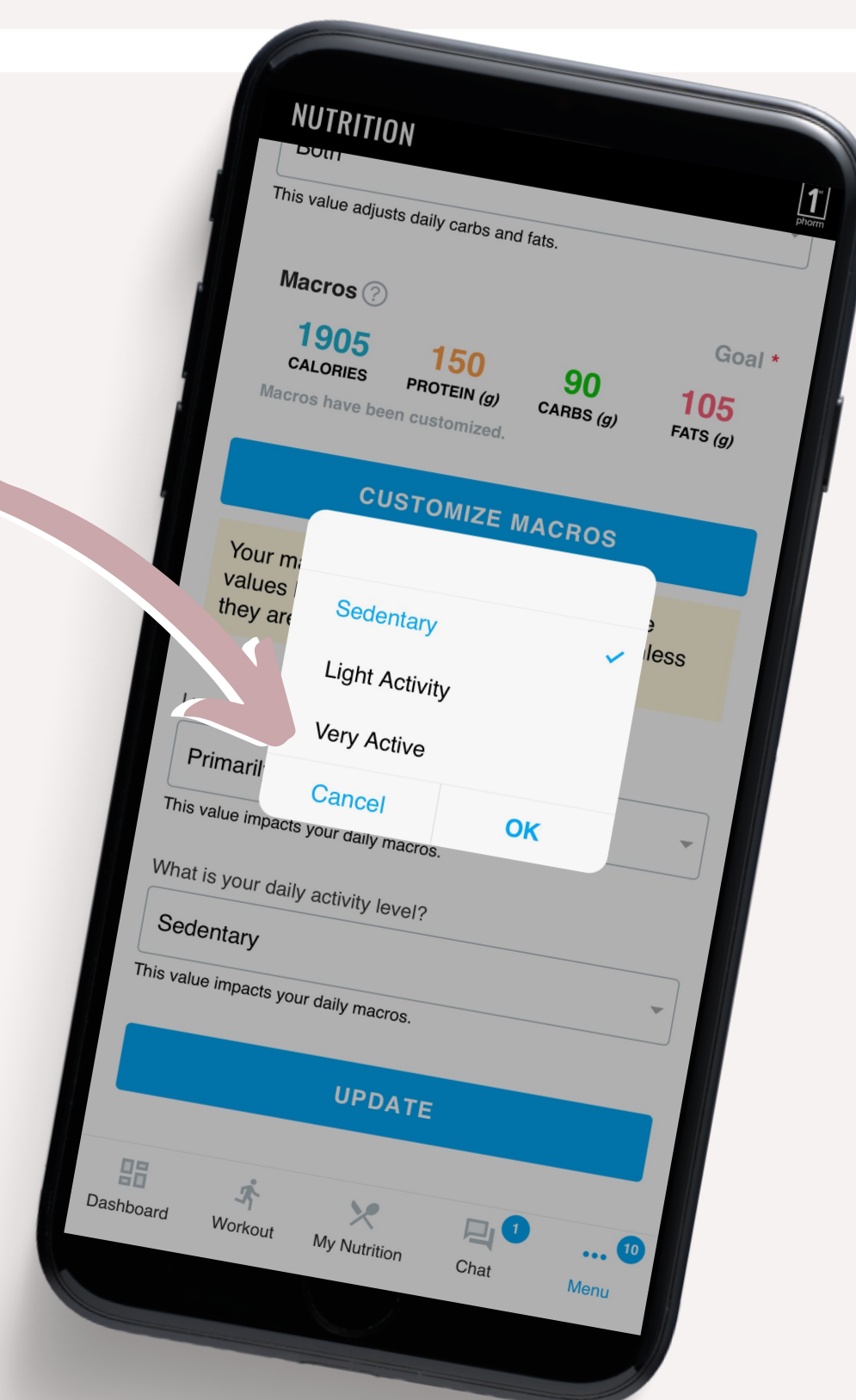
most desk jobs, less than 7k steps

Lightly Active

think of a teacher, someone who moves a little bit daily but gets under 10-15k steps in

Very Active

construction worker, someone with a very physical job or over 15k steps daily



**** BE SURE TO CLICK "UPDATE" IN BLUE WHEN YOU ARE DONE MAKING ANY CHANGES****

Workout Set-up

01 CHOOSE LEVEL OF EXPERIENCE

Beginner

If you are brand new to working out or have only been working out for a couple months.

Intermediate

If you have been working out for 6 months to a year and feel moderately comfortable

Advanced

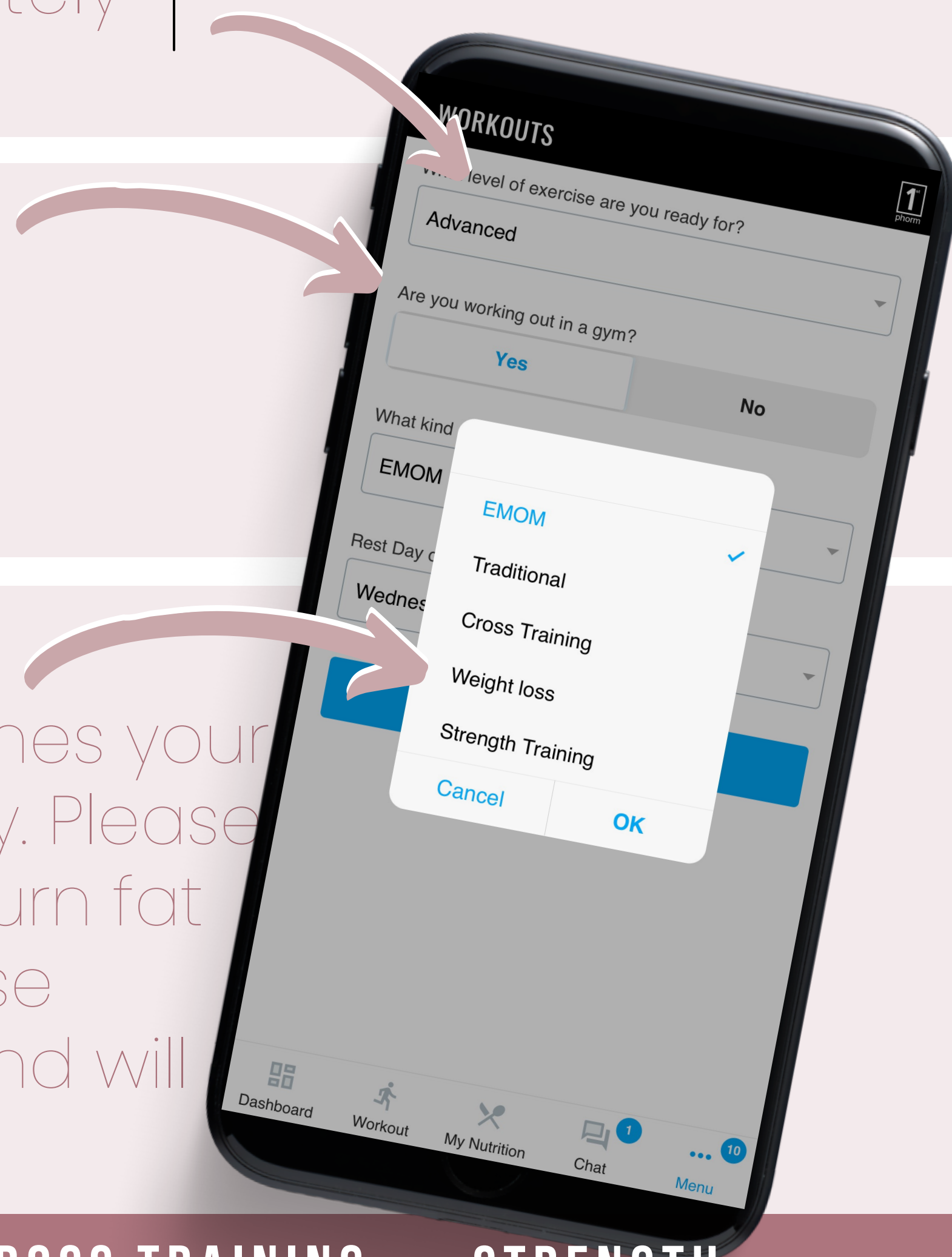
If you are very comfortable with workouts

02 CHOOSE GYM OR AT-HOME WORKOUTS

great for travel or for at home everyday. I personally use the at home dumbbells, kettlebells & bands program most days!

03 CHOOSE WORKOUT PROGRAM

Choose a workout program you feel matches your workout preferences/equipment availability. Please note, you can gain muscle/strength and burn fat doing any workout program listed, so please choose based on what YOU enjoy doing and will be able to do long term.



WHAT ARE THE TYPES OF WORKOUTS?

- EMOM
- CROSS TRAINING
- STRENGTH TRAINING
- TRADITIONAL
- WEIGHT LOSS

HOME WORKOUTS:

- **BODYWEIGHT**
Working with what you've got! No matter what you have accessible to you, you can still MOVE! These workouts will get you up and moving!
- **DUMBBELLS, KETTLEBELLS, BANDS**
Dumbbells, Kettlebells, and bands can be crazy amazing tools. These workouts through the app are designed to help you feel the burn no matter the weight.

Daily Tasks

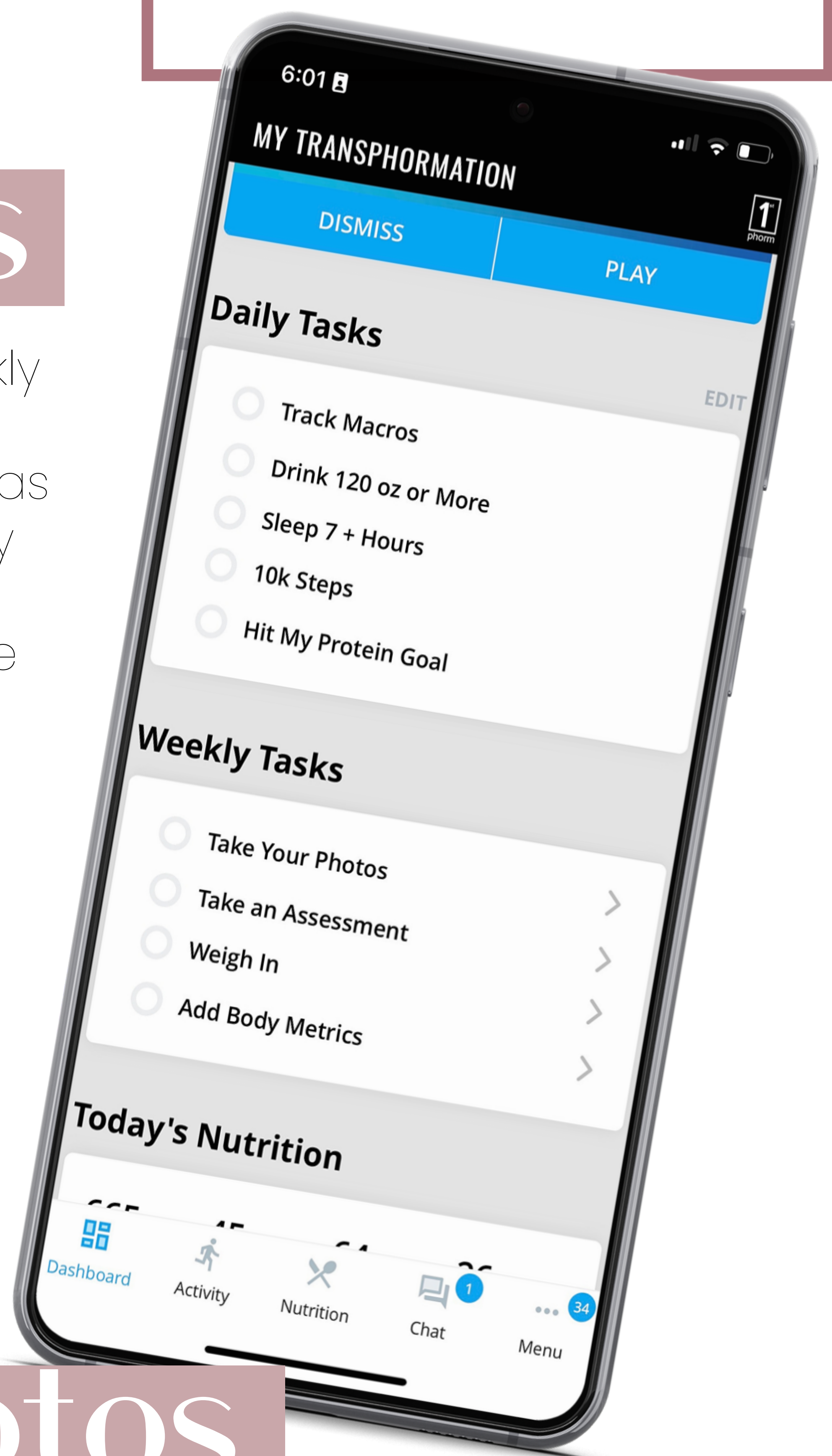
On your dashboard, there is a daily tasks section. These are the tasks that you need to complete daily to stay on track with your results..

- Track Macros
- Drink 120oz or More
- Sleep 7+ Hours
- 10k Steps
- Hit My Protein Goals

Weekly Tasks

On your dashboard, there is a weekly tasks section. These are the tasks that you need to complete weekly as part of your check in. You can easily click on each task to complete it. All parts of the check in needs to be completed in order for me to help you achieve your goals and be the best coach I can be for you.

- Take Your Photos
- Take an Assessment
- Weigh In
- Add Body Metrics



Progress Photos

I highly encourage you to take day 1 photos in the app. I know they can be uncomfortable to take and the last thing you want to do but I promise you will be glad you did take them.

You can wear whatever you feel most comfortable in. I do recommend wearing clothing that you will be able to see progress such as shorts, tank top, bathing suit, etc.

I also recommend taking your photos in the same spot if possible with similar lighting each time. I always take my photos first thing in the morning after I have used the restroom and before I eat.

For weekly progress photos, I recommend wearing the same or similar clothing, use the same location/lighting and take them at the same time each week.

Referral Program

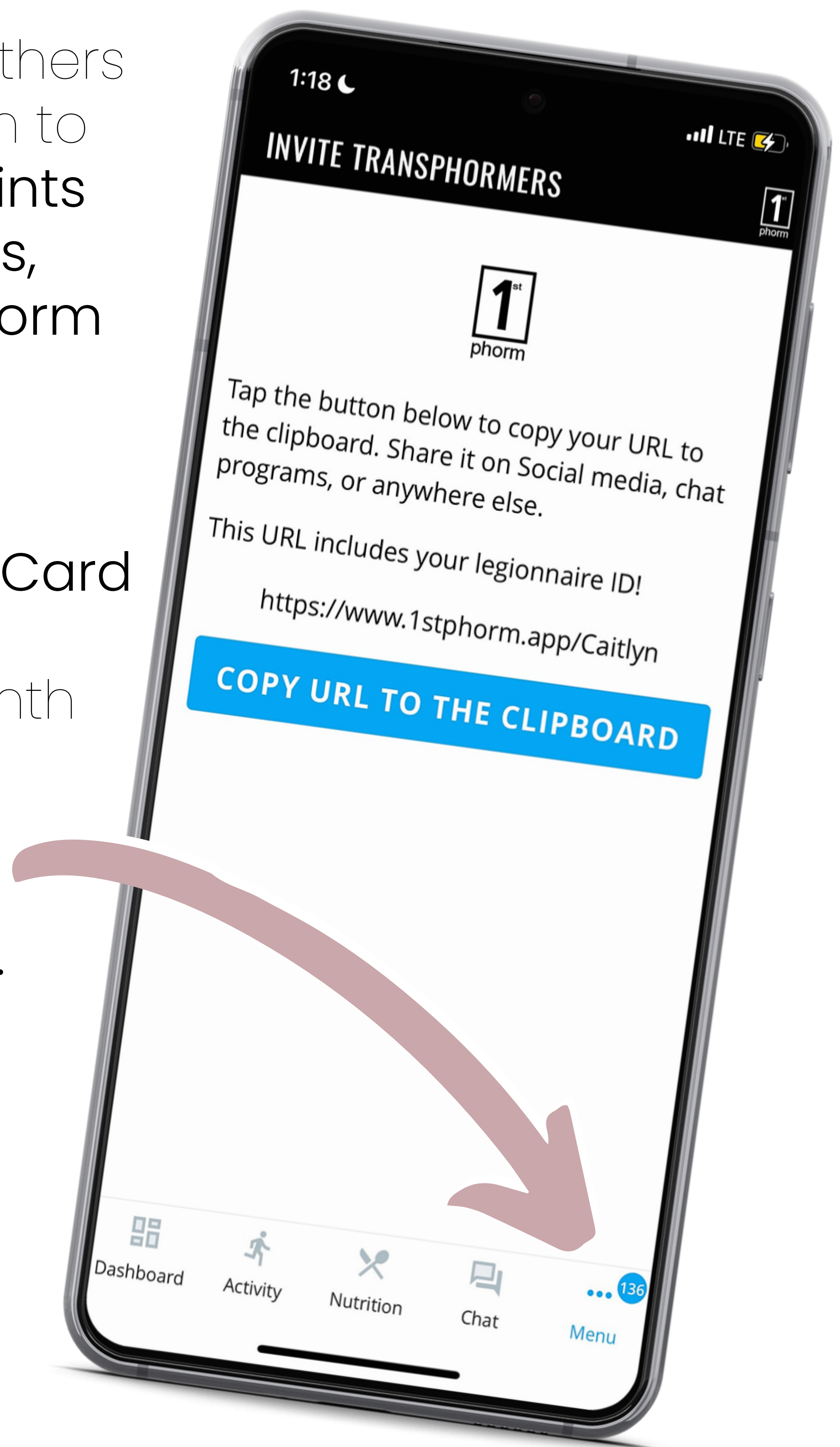
By clicking referrals, you can invite others to download the app referring them to me to be their advisor. You earn points for each referral. As you build points, you will earn credit to use for 1st Phorm

Every referral = 50 points

Every 100 points = \$10 1st Phorm Gift Card

Gift card is emailed out once a month

To find your link - Go to the bottom right corner "Menu", scroll down and you will see "referral link".



Expectations

What I expect as your new coach

A coach/client relationship is something to take seriously. I am putting in the time to help you achieve your goals so I do have expectations for you – just how I expect that you have expectations for me.

As I mentioned earlier, I will never ask you to do anything that I do not fully believe will help you reach your goals. Here are the main things that I expect from you as my client.

01

FOLLOW A NUTRITION PLAN

Whatever nutrition plan we decide on for you is what I expect you to do. Track. Your. Food. I have mentioned before that as a nutrition coach, if I don't see what you are eating then there is no way for me to help you! Plus, following whatever plan we have you on is the best way to achieve your goals.

02

DO THE WORKOUTS

I realize that not every client that I work with is here for exercise. I do work with some nutrition-only clients. If this is you, I just want you to move your body as much as possible. For the 90% of you that are also wanting exercise help, I expect you to follow the workout plan we select for you to the best of your ability. More energy out = more fat burned or muscle gained, depending on your goal.

03

COMPLETE A WEEKLY ASSESSMENT/CHECK IN

Weekly check ins are to be submitted every week. Your assessment will be due either on Monday or Tuesday depending on your last name.

Check ins include uploading weekly progress photos in the app, weighing in throughout the week in the app, tracking your macros in the app, and taking the weekly assessment.

Always expect a response from me by Wednesday by 11:59 pm EST.

If you miss one check in, I will send a follow up message.

If you miss two check ins, I will reach out to follow up a second time. If you miss three check ins, I will reach out to let you know that I am here for you but I will step back from giving that full support until you are ready.

You give 100%, I will give 100% right back.

05

BE AN ACTIVE PART OF THE FACEBOOK GROUP

I touched on this earlier and it is pretty self explanatory but I do ask that you join my private facebook group (you can do that by clicking [here](#)) and make an introduction post. This doesn't have to be anything crazy! Maybe a photo of yourself or your lifestyle, what you do for work or fun, what your goals are, etc. so that you can get to know the like minded people inside of the group! The goal for the Facebook community is for us to support each other and build friendships. You guys can ask questions, share struggles and successes, I can share educational resources with you, and so much more. Nothing shared in this group will be shared outside of the group without permission.

06

GIVE ME YOUR HONEST FEEDBACK

Honest feedback is always appreciated! I want to hear in what ways I am helping you and in what ways I can better help you. If you are happy with me as a coach or a supplement I have recommended, feel free to send me a review that I can share with others.

07

SHOW UP AND DO THE WORK

Unfortunately, I cannot help you if you don't want to help yourself.

Show up.

Do the work.

Be consistent.

Be patient.

See the results.

Yes, we may have to go in and make changes but these changes will be easiest for us to acknowledge and make if you are doing what you should be doing and if you are honest with me about it.

Ready? Let's to it!

Final Words

As your coach, I am here to help guide you along your journey and educate you on how to do so. This relationship is based on effort, you give 100% and I will always give 100% right back. You're being given all the tools that you need to reach your goals, it's up to you to implement them and put in the work.

Please feel free to add me on Facebook: Caitlyn Block and share your Instagram with me! Would love for you to tag me in things like your workouts, daily walks, meals/recipes, etc.

Follow the hashtag #CBFitness on social media to keep up with posts made by me and the team!

I am here to help YOU reach your goals and make this a lifestyle change! If you have any questions, please let me know!

-Caitlyn