THE ISI-METHOD

COACHING PROGRAM

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WHAT'S BEHIND THE METHOD?

Welcome to the Isi Method coaching program!

Before we begin, it's important to explain how this system was created and what's behind it.

> **I believe most people fail in fitness not because of a lack of effort, but due to a lack of structure. They tend to start motivated, but without a solid foundation, everything eventually falls apart.**

This method was created to solve that.

With 18+ years of experience testing over and over everything related to training, nutrition, and recovery, besides working out every single day for more than a whole year, I ended up with with this method, which I wish I had at the beginning of my journey.

In 12 weeks, you'll build **a system that works within your real life**, without extremes, perfectionism, or relying on motivation (okay, maybe just a little bit of motivation).

The goal is not only physical progress, but also becoming the kind of person who can **sustain** it.

A 3-PHASE STRUCTURE

The method consists in a 12-week coaching process, taking you from where you are, until the point which you can keep moving forward alone.

This period of time is usually the minimum amount needed to see concrete results and build consistent habits.

These 12 weeks are **divided into 3 phases**:

PHASE 1: STABILIZATION (Weeks 1-4)

Goal:
Build the foundation.

Points of focus:
- Understanding what fits in your life;
- Embracing the chaos of starting something new while trusting the process;
- Establishing a training routine that actually works;
- Awareness on nutrition;
- Adjusting sleep habits.

Here, it's important to emphasise that **perfection is impossible**. Whenever you start something new, it's normal to experience resistance from life itself. There's always an energy cost to change. During this phase, **we build the basics** so that the second and third months can feel smoother and more stable.

Patience and trust in the process are essential!

Wins by the end of week 4:
- Minimum training routine stabilised;
- At least 1 meal with quality protein per day consistently achieved;
- 3 nights of quality sleep per week;

PHASE 2: OPTIMISATION (Weeks 5-8)

Goal:
Improve what's already working, make increments, and move from achieved stability to proper performance.

Points of focus:
- Training progression;
- A slightly more structured nutrition plan;
- More consistent sleep;
- A less chaotic routine.

This is when the initial energy burst has already been invested and the process becomes more fluid. By this point, we understand each other better and start seeing faster progress — both in training performance and in habit development.

Wins by the end of Month 2:
- Optimised training, making the most out of what we have;
- Meals start getting more intentional and mostly protein-focused;
- Sleep patterns established and being followed.

PHASE 3: ACCELERATION (Weeks 9-12)

Goal:
Maximise intensity, begin the process of independence and detachment from the coaching program.

Points of focus:
- Routine refinement;
- Autonomy;
- Preparation for the future.

This is where we reach the peak. Your training is dialed in, your habits are running naturally, and we start seeing concrete results. We also begin discussing your next steps.

This is when we talk about gradually reducing support, so you can continue on your own if you choose to.

Wins by the end of Month 3:

- Established routine;
- Autonomy achieved;
- A better life than when we started the process.

ONBOARDING, OR HOW DO WE START?

To begin our coaching process, we'll have an initial call to discuss many topics, but the main one is:

What's your goal?

The whole method will be adapted based on this answer. My goal is to help you achieve yours, based on consistency and habit building.

Other topics that we'll discuss in this initial call:
- What does your life currently look like?
- What are your expectations?
- Are you currently being followed by any other health professional?
- How is your health at the moment?
- Do you have any current or past injuries?
- What does your current training look like?
- What does your nutrition look like? Any restrictions?
- How is your sleep?

These are just a few examples, but the idea is to have an in-depth conversation before defining training, nutrition, sleep, and everything else.

OUR COACHING SYSTEM ROUTINE

Lert's review what's included and what you can expect from this partnership:

Daily weight check-ins

In order to track our progress, It's essential to have ways of measurement. **Sending your weight every morning** is one of these ways. However, besides the tracking, there is a hidden reason and we'll talk about it in our first meeting.

One weekly 1h meeting

This is where we talk about your progress, your energy levels, how you've been feeling, answer questions, and plan the next steps.

Exercise video submissions

Especially during the first few weeks, it's important that you record yourself performing all exercises and send the videos, so I can analyse your form and correct anything that needs adjustment.

Weekly photo check-ins

Although we work with weight tracking, visually seeing progress is important both for motivation and for identifying muscular or posture imbalances. By comparing photos week after week, we can better understand if we're on the right path.

24/7 Whatsapp Support

No matter the question, send me a message. I may take a few hours to reply sometimes, but I'm committed to always being available so we can make this process as enjoyable and sustainable as possible.

FREQUENTLY ASKED QUESTIONS

1. Do I need a gym membership?

Not at all. The program can be built around a gym, resistance bands, bodyweight training, or a combination of them. The goal is to find what fits your life and what you're most likely to stay consistent with.

2. What if I'm a complete beginner?

Perfect! You **don't need** any previous experience. The whole process is adapted to your current level, and we'll start from wherever you are.

3. What if I've tried and failed before?

Almost everyone has, don't worry. The Isi Method was created specifically for people who struggle with consistency. This isn't about trying harder. It's about **building a system that actually fits your life**.

4. How many days per week will I need to train?

It depends on your goals, schedule, and current fitness level. For many people, **2–4 sessions per week are enough** to see meaningful progress. More isn't always better. Consistency is.

5. Do I need to follow a strict diet or give up foods I enjoy?

The goal here isn't perfection, but creating sustainable eating habits that support your goals without taking over your life. Food should be part of your life, not the center of it. We'll focus on improving your overall nutrition while keeping flexibility.

FREQUENTLY ASKED QUESTIONS

6. What if I travel often?

That's completely fine. The program is designed around real life, including vacations, work trips, busy periods, and unexpected events.

7. What if I miss workouts?

You will. Everyone does. And again, the goal isn't perfection, but learning how to recover quickly and keep moving forward.

8. Is this focused on weight loss?

Not necessarily, unless that's your goal. Some people want to lose weight, others want to build muscle, improve health, gain energy, improve mobility, or simply become more consistent. **The process adapts to your focus**.

9. Will you create a personalised training plan?

Definitely! Every plan is built around your goals, schedule, available equipment, injuries, preferences, and experience level.

10. What if I have injuries or physical limitations?

That's something we'll discuss during onboarding. Exercises, volume, and progressions can all be adapted based on your individual situation.

11. How quickly will I see results?

Most people start noticing improvements in energy, routine, and training performance within the first few weeks. Physical changes usually become more visible over the course of the 12-week process.

FREQUENTLY ASKED QUESTIONS

12. Do I REALLY need to track my weight every day?

That's the ideal scenario to be able to track properly, but it can always be discussed. We focus on trends and averages, not individual weigh-ins, but for the best results, the more data we have, the better. It's also a great way to remove the emotional attachment many people have with the scale.

13. What happens after the 12 weeks?

The goal is independence. By the end of the program, you'll have a sustainable system you can continue on your own. However, if you want continued coaching, we can discuss next steps!

14. What makes the Isi Method different?

Most fitness programs optimise workouts. The Isi Method optimises consistency. Because the best program in the world is useless if you can't maintain it.

READY TO START?

If you've made it this far, chances are you're looking for something different.

Not another extreme plan.
Not another burst of motivation.

Just a simple system that fits your life and helps you stay consistent.

If that sounds like what you've been looking for, I'd love to hear from you.

Send me a message and let's talk.