

# 12-Week Weight Loss Training Program

***Personalized coaching • 3x/week training • Cardio plan • Progress tracking***

## Program Overview

This 12-week program is designed to help you lose weight safely while building a strong strength-training foundation and a consistent cardio routine. You will train three days per week with me in the gym, plus complete structured cardio sessions on non-lifting days. The program is tailored to your current fitness level, and we progress based on your form, energy, and results.

## How the Program Works

### **Phase 1 (Weeks 1–3): Full-Body Foundation**

- 3 full-body strength sessions per week using machines and basic free weights.
- Higher rep ranges (15–20 reps) with lighter weights to learn proper form.
- Short cardio after each session, plus 2–3 additional cardio days per week.

### **Phases 2–3 (Weeks 4–9): Push / Pull / Legs Split**

- Dedicated Push (chest/shoulders/triceps), Pull (back/biceps), and Legs days.
- Moderate rep ranges (8–12 reps) and gradual weight increases as you get stronger.
- Cardio 4–6 days per week using walking, incline treadmill, bike, or similar.

### **Phase 4 (Weeks 10–12): Consolidate & Refine**

- Maintain and refine strength while keeping joints and energy healthy.
- Cardio emphasis to keep fat loss moving while avoiding burnout.
- Deload week if needed to manage fatigue and recovery.

## Typical Weekly Schedule

- Mon – Strength session (full-body or Push) + 10–20 minutes cardio
- Wed – Strength session (full-body or Pull) + 10–20 minutes cardio
- Fri – Strength session (full-body or Legs) + 10–20 minutes cardio
- 3+ additional days of low–moderate intensity cardio (30–60 minutes)

For most cardio, you will work at a steady pace where you can still talk in short sentences. We generally aim for about 60–75% of your estimated maximum heart rate for safe, effective fat loss.

## What You Get

- Three 1-on-1 training sessions per week (about 60 minutes each)
- A structured 12-week strength and cardio plan tailored to your goals
- Coaching on exercise form and technique every session
- Weekly progress check-ins (weight, energy, soreness, workout consistency)
- Program adjustments every 2–4 weeks based on your results
- Basic guidance on recovery, sleep, and daily movement to support fat loss

## Investment

The full 12-week program includes 3 in-person training sessions per week, your personalized plan, and ongoing coaching and adjustments as you progress.

**Founding client rate: \$90 per week** (3x sessions/week + full program & support).

**Trainer:** [Your Name]

**Phone:** [Your Phone]

**Email:** [Your Email]