

# **SV HEALTH COACHING**

**Transformative Health  
and Habit Reform  
System.**



# ABOUT ME



## STAN VACCARI

*Founder*

**BACKGROUND IN MARTIAL ARTS, OLYMPIC LIFTING.**



## HISTORY DEGREE

*Training clients 50+ hours per week on the gym floor. I was now a 'time poor' business owner, much like my clients. Lack of time for own training and meals. High stress, lack of sleep. Lack of sunlight.*

# ABOUT ME



*Struggled to balance health and work. Stress, lack of time, sleep began to take its toll on my body. Developed my simple lifestyle strategy that helped me regain control of my health and fitness.*



*The same Strategy I have used with over 500 clients over the past 8 years*

# TRUSTED BY THE MOST ‘TIME POOR’ PEOPLE



**TAYLOR HARWOOD-BELLIS**

U21 World Cup Winner & Premier League Footballer



**JASON MANFORD**

Comedian and TV Star



**CHARLIE SAVAGE**

Wales International & EFL Professional Footballer

# TRUSTED BY THE MOST 'TIME POOR' PEOPLE



**TOM DAVIS**

Comedian & Actor



**FREDDIE FLINTOFF**

International Cricket Player &  
TV Star



**ROBBIE SAVAGE**

Premier League Footballer

# WHY DIETS FAIL... AND IT COSTING BILLIONS

## CHRONIC DIETING



**83%**

*of people REBOUND after trying to diet.*

**5 YEARS LATER**

*50% of them were 11 pounds heavier NOT leaner. People don't fail diets. Diets fail people.*

## THE REAL PRICE OF POOR HEALTH



**22-91%**

*Excess weight raises your risk of death by up to 91%.*

**BANKRUPTCY**

*Healthcare costs are now the #1 cause of bankruptcy in the U.S. Fat loss isn't vanity, it's financial survival.*

# THE HIDDEN COST OF A SEDENTARY LIFESTYLE



People who train regularly earn 3.8% more on average. Consistent exercise builds energy, focus, and discipline, the same traits that drive income.



Those who don't train? When they finally start, their income jumps 13.3% on average. Translation: Not training is costing you money every year.

# THE CORPORATE BODY CRISIS

## THE HABITS THAT BUILT YOUR CAREER ARE DESTROYING YOUR HEALTH.

### What's Happening:

- 10+ hours a day sitting in meetings and calls
- Takeout between deadlines
- Chronic stress, low energy, low drive
- Testosterone plummets. Waistline expands. Confidence drops.

### WHAT IT LEADS TO:

- 1 in 3 executives are clinically overweight
- Risk of heart disease up 91%
- Depression and anxiety skyrocket
- Every 40 seconds, someone has a heart attack
- You built wealth but lost health.



**SV COACHING**

# **WHY DO SMART SUCCESSFUL PEOPLE STILL FAIL AT FITNESS?**

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# ALL OR NOTHING IS A LIE. THE REASON BUSY PEOPLE FAIL

*“If I can’t train 6 days a week, why bother?”  
50% of people say time stops them from training.  
Reality: most only need 3x 40-minute sessions.  
The problem isn’t time, it’s perfectionism.*

*“Fitness feels like another job.”  
76% of executives feel overwhelmed.  
They try to “fit fitness in” instead of building around it.  
It becomes pressure, not progress.*

*“Fad diets and over-restriction.”  
2 in 3 adults are overweight.  
Most under-eat, over-stress, and burn out.  
They’re starving themselves instead of fueling success.*



# THE REAL REASON MOST DIETS FAIL. NO CLARITY. NO ACCOUNTABILITY. NO SUPPORT.



## THE CONFUSED DIETER

*No Clarity → Confusion.*

*83% regain weight within 5 years.*

*They don't need another plan they need direction.*

*No Accountability → Repeated Failure.*

*Every failed diet chips away at confidence.*

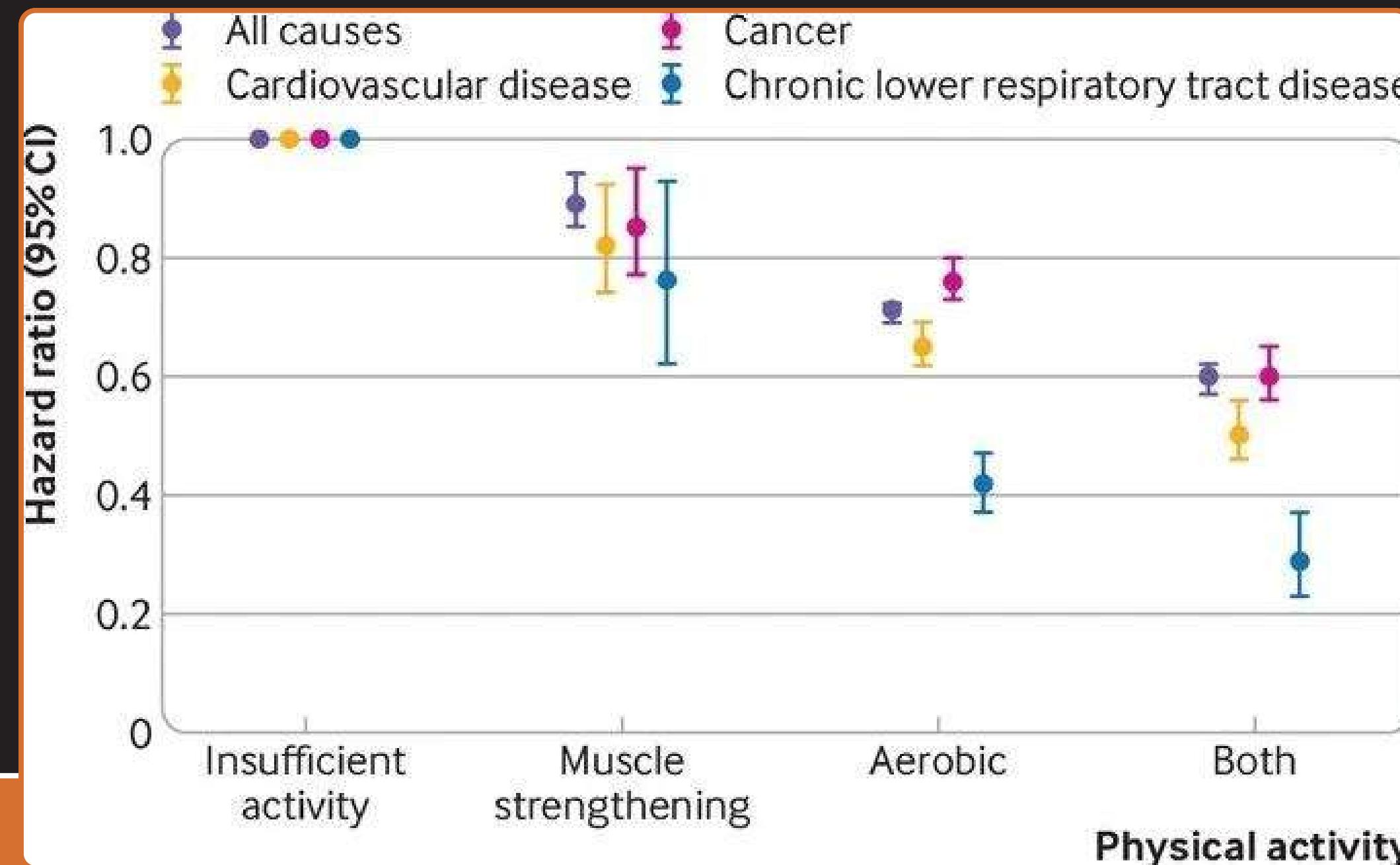
*They start believing they're the problem.*

*No Support → Depression.*

*55% higher risk of mental health issues.*

*They isolate, avoid social events, and spiral.*

# THE #1 PROVEN DRUG FOR LONGEVITY ISN'T IN A PILL: IT'S EXERCISE.



**THE MORE YOU MOVE, THE LOWER YOUR RISK OF DYING, FROM ANYTHING.**

EXERCISE = THE MOST POWERFUL LONGEVITY DRUG.

Yet only 24% of adults hit the minimum target for both strength and cardio.

Everyone wants to live longer, but most are too busy to do the one thing that guarantees it.

# WHY OUR CLIENTS ACTUALLY STICK WITH IT, WHEN 83% DON'T.

Real **results** from **real** people who were tired of “all-or-nothing” programs.

## **Balance Over Perfection**

“I travel, eat out, have kids and I’m in the best shape of my life.”

Result: Sustainable health that fits real life.



## **Built for Busy Lives**

“Stan gets that I can’t live in the gym — he builds plans that fit my work and family life.”

Result: 40 lbs lost in 4 months, zero burnout.



## **Accountability Without Pressure**

“He keeps me accountable but never sets unrealistic targets.”

Result: Consistency without guilt.



**The investment in your health and wellbeing to help offset the impacts of a busy high pressured career, for me has become a must.**



**Stan will ensure you have a flexible approach that works and lets you live your best life while improving fitness, strength, and weight.**



# LIFESTYLE ASSESSMENT

THIS ISN'T ANOTHER PLAN TO START MONDAY. IT'S THE SYSTEM THAT ENDS THE CYCLE FOR GOOD.

**WE DON'T OVERHAUL  
YOUR LIFE WE OPTIMISE**

**IT.**

CLARITY + SPECIALIST SUPPORT THAT DELIVERS RESULTS

- 📊 People lose 3x more weight when working with a coach.
- ✓ Personalised 1:1 lifestyle analysis (no cookie-cutter plans)
- ✓ Adjustments that fit your routine — not a complete overhaul
- ✓ Clear roadmap with measurable milestones
- ✓ Short, mid, and long-term strategy for lasting results

## 'DIET APPROACH'

Quick fixes, magazine fads, total lifestyle shock

No roadmap — you're guessing every week

"Punish the body" workouts

Starvation + burnout

## SV COACHING LIFESTYLE

Real-world plan built around your current habits

Structured, guided roadmap from day one

Progressive, sustainable strength-based training

Balanced nutrition and habit reform for life

# THE IN & OUT TRAINING PLAN

3 X 40-MINUTE SESSIONS. MAXIMUM RESULTS. ZERO WASTED TIME.

## BUILT FOR PERFORMANCE & TIME

- ✓ Tailored around your goals, schedule, equipment, and time constraints.
- ✓ Progress tracked weekly with data-backed performance metrics.
- ✓ Rehab work and injury adjustments included, no more “start-stop” cycles.
- ✓ App-integrated programming and form feedback.
- ✓ Fast, structured sessions: strength, mobility, recovery, done in under 40 minutes.
- 💬 “In & Out” means you get in, train smart, and get out — stronger, leaner, faster.

## AVERAGE GYM GOER

Random sessions, no direction

Guessing weights and intensity

Poor form and recurring injuries

No plan or accountability

## SV COACHING APPROACH

Structured plan built for results and time efficiency

Data-backed progression and tracking

Technique reviews for safety and power

Weekly check-ins and continuous performance feedback

# NEVER GO IT ALONE AGAIN.

## 24/7 ACCOUNTABILITY THAT GETS RESULTS

DIRECT, DAILY COACH ACCESS, REAL SUPPORT, NOT GENERIC EMAILS.

- 24/7 accountability — coaches in your corner every step of the way.
- Direct WhatsApp access to a specialist who's been where you are.
- Weekly strategy calls to assess progress and keep momentum high.
- On-demand feedback, form checks, and goal recalibration.
- Constant communication = constant progress.
- “No more guessing, no more going silent. Every question gets answered. Every obstacle gets handled.”

GOING ALONE	SV COACHING
Burnout & Overwhelmed	Gradual, structured approach that fits your life
Lack accountability and consistency	<b>Daily WhatsApp support for instant feedback</b>
Guessing progress and losing momentum	<b>Weekly check-ins with performance tracking</b>
Stuck, no one to troubleshoot with	1:1 Strategy Calls whenever you need clarity

# How Our Clients Lose Weight Once and Keep It Off for Life.

## HABIT REFORM

- No cookie-cutter plans every strategy is built around your real lifestyle.
- Step-by-step habit reform no “rip everything up” diets.
- Gradual progress and weekly focus for permanent results.
- Custom adjustments based on work, travel, and family routines.
- Learn the skills to fuel your body for life not just for a transformation.

ALL OR NOTHING APPROACH	SV COACHING
83% rebound within 5 years	Average client loses 22lbs in 4 months and keeps it off <b>for good</b>
Obsessed with short-term fixes	Complete habit reform after 6 months
Starvation, guilt, and no structure	Learn to fuel body for life
Constant fear of regaining weight	Confidence through real nutrition and sustainable training

# THE 4-PHASE TRANSFORMATION SYSTEM

## FROM STUCK → STRONG → SELF-SUSTAINING

### PHASE 1

#### ASSESSMENT + HABIT IMPLEMENTATION

##### **Foundations:**

Build the base that fixes what every failed diet missed.

- Assess diet, movement, and recovery.
- Implement low-effort, high-impact habits.
- 1-1 accountability for consistency.

↗ Goal: Create momentum and early wins within 2 weeks.

### PHASE 2

#### REINFORCEMENT & CUT FAT

- Consolidate habits and start reshaping the body.
- Sustain calorie deficit safely.
- Track fat loss 1–3 lbs per week.
- Automate routines so discipline feels easy.

- ↗ Goal: Visible change, sustainable pace.

### PHASE 3

#### TRANSFORM

- Strength, confidence, and energy hit another level.
- Advanced training and nutrition introduced.
- Fat loss continues to optimal level (10–15 %).
- Clients start feeling “in control” not “on a plan.”

- ↗ Goal: Peak condition and lifestyle mastery.

### PHASE 4

#### BEYOND (MUSCLE GAIN AND REVERSE DIET)

- Reverse-diet and build lean muscle without rebound.
- Increase calories, maintain shape.
- 8–12 week muscle-gain block.
- Lifelong nutrition and training independence.

- ↗ Goal: Finish leaner, stronger, and fully self-sufficient.



#### STAN VACCARI

United Kingdom  
Strength &  
Transformation

Coach

“Stan doesn’t just help clients lose weight, he teaches them how to never need another coach again.”

# SUCCESS STORIES



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**A.J. Abramczyk, AIC** · 1st

Senior Claims Auditor at Erie Insurance Group

June 12, 2024, A.J. was Stan's client

When I was diagnosed with cancer at 30 and eventually went into remission over a year later, I was just happy to be alive. One would think surviving cancer would be a wake up call to take this gift of a second chance seriously and get healthy, but I struggled to hold myself accountable just like I had pre-diagnosis. Cut to a few years later and my physical health was at its worst. That's where Stan and his expertise entered, creating a sea change for the better in my life.

Thanks to Stan's guidance, I managed to shed an impressive 40 pounds (~18 kgs) in 4 months, all while I was based in the US and Stan was in the UK. Despite the geographical distance, Stan's attentiveness was unwavering. He consistently responded promptly to my questions, always making sure any new information/adjustments were fully understood. With a diet and workout plan created to fit my needs and goals, we got to work.

One of the most valuable aspects of working with Stan is that he doesn't just focus on short-term results. He prepared me for a healthier lifestyle that I can sustain well into the future. Now I'm the guy that works out while traveling, something I only mocked when I was well over 300 pounds (136 kgs). His approach is not about quick fixes or fad diets - it's about building lasting habits and making sustainable changes.

Stan also successfully guided me through an inevitable but temporary weight loss plateau. He didn't just push for more intensity; instead, Stan took the time to devise a strategic plan to help me break through, which was both effective and motivating. Stan's handling of the plateau epitomizes his approach to teaching and empowering his clients.

I can't thank Stan enough for his dedication and guidance. His professionalism, expertise and commitment to my success have been nothing short of remarkable. I am not only 40 pounds lighter, but also armed with the knowledge and tools to maintain a healthier and happier life. I wholeheartedly recommend him to anyone looking to embark on a successful fitness journey. Thank you, Stan!



**Tom Hind** · 1st

Commercial Lead and Customer Care | Passionate about making Financial Planning accessible for all!



April 16, 2024, Tom was Stan's client

All LinkedIn members

On

Absolutely loved working with Stan! Programmed great workouts, listened to how I like to train and really helped with my nutrition. Wouldn't hesitate in recommending him to anyone looking to get in better shape!



**Jeremy Sumner** · 1st

Account Manager at The Drawing Room Creative

March 27, 2024, Jeremy was Stan's client

All LinkedIn members

On

Stan's training & diet plans have transformed the way I treat my fitness, but they've also helped me to enjoy it more than I ever thought I would. I've been training with Stan for well over 2 years now and the variety of workouts has kept everything fresh, fun, but equally challenging to ensure we're always progressing. The diet plans are always flexible that eating doesn't become a burden on my day, and it's definitely been a massive aide to my overall fitness. I couldn't recommend Stan enough for anyone looking for a PT, whether you're a pure beginner or you've been exercising for years



**Samantha Reed** · 1st

Risk and Compliance Director at Intrum UK

April 28, 2024, Samantha was Stan's client

All LinkedIn members

On

Stan is an exceptionally talented nutrition and fitness coach. There are simply not the words to do justice to how highly I'd recommend Stan. He's very personable and tailors everything to you, your goals and lifestyle. I first signed up with Stan in 2020 when I needed to do something for me outside of work and now, many years on, I've never looked back. Week in, week out, there hasn't been a single occasion when I've considered stopping. The investment in your health and wellbeing to help offset the impacts of a busy high pressured career, for me has become a must. I'm stronger than ever and can see the positive physical and psychological effects of consistency in your fitness regime. That is all down to Stan.

# SPECIALIST TRANSFORMATION COACHING

## SPECIALIST ASSESSMENT

- In depth food diary analysis
- 60 minute 1-1 lifestyle assessment
- Personalised Training & Nutrition programme.
- Short, mid & long term goal setting

## TESTING AND TARGET SETTING

- Technique and form reviews
- Target setting
- Progression based programming
- 100% Tailored diet and workout plan

## 24/7 ACCOUNTABILITY

- Daily Support via WhatsApp
- 24/7 guidance
- **Weekly Performance Check-in**
- Weekly technique analysis and feedback
- Weekly 1-1 strategy calls

## HABIT REFORM PROGRAMMES

- Specific habit reform programme
- Bulletproof your new lifestyle

## BONUS 1 - SCIENCE-BACKED HEALTH TRACKING

- WHOOP band included
- Data Analysis
- Feedback and adjustments based on data

## BONUS 2 - SV COMMUNITY RESOURCES

- Education portal
- Nutrition / Recipe packs
- Weekly challenges
- Exclusive content