

# PHOENIX A+ COACHING

SHEDDING THE OLD | DEVELOPING THE NEW



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# THE MISSION

PAGE CLINTON

We have the MOST important job of SAVING lives and helping people live healthier, happier lives through fitness, nutrition, and mindset coaching. We deliver state of the art customer service by helping our members rediscover their self-confidence and finally believe in who they are. Not only are we the best gym in town, we are the best BUSINESS! People know when they go to PAC, they WILL get results!

VOL 1, ISSUE 1  
NEWSLETTER

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## Ask Why Often

Shane Jenne

In the busy hours of the day where the gym is full of hard-working individuals like yourself, the type of hard-working individuals that would take the time outside of their busy schedules to read an article like this, the type that go above and beyond what is asked of them at any given moment, and the type that have questions when it comes to their Coach's programming, are the type of individuals that should ask why often.

It may seem daunting approaching a your Coach at their whiteboard along with six other people only to have a notebook of questions that you want to ask.

1. Why are we doing this again today? We did Squats yesterday.
2. Why 5x5? What is that good for?
3. Why no rest? Isn't it important to have rest?

The above are some of the questions that I hear regularly and they serve as a very important source of feedback to me.

I'm always looking to create a feedback loop with my clients and their stimuli in the gym. I'm always looking for cues that enable me to make decisions when it comes to progressing through harder exercises, heavier weights, less rests, etc.

At the same time, your questions enable me to sit down and think about how I explain the intent of my training style.

Every member of the gym has influenced me in one way or another.

For example, I used to keep the weekly session schedule to myself. You didn't know what you were about to do until you finished the warm up and came to my board. But then, one day, one of ya'll asked, "How am I properly supposed to warm up if I don't know what lift I'm focusing on today?" As well as, "I can't run today, I'm wearing my lifting shoes and sweats."

As trivial as these excuses or reasons are, they made me think. What benefit am I gaining from keeping the session schedule a secret? I thought, if I were a client, I'd want to know what the entire week ahead looks like so I know when to wear what clothing or shoes, take or not take pre-workout, etc.

The point of this ramble is to say that you have massive influence on your Coach. The same type of influence that they have on you. We often say that Accountability is a two way street. This is an example of that.

Next time you see me, or your Coach, ask them that question that you have but have been forgetting to figure out.

# PESCIENCE



## Whey + Casein

The combination of whey and casein has repeatedly shown to outperform 100% whey in human studies. The combination of both fast & slow digesting protein is synergistic, delivering the best of both worlds.



## Flavor You'll Crave

We develop all of our flavors in-house, with each flavor taking months to reach perfection. Every flavor tastes true to its name and will leave you craving more each day.

# 5 Household Items to Replace for a Better Environment

Page Clinton

Creating a healthy environment in your home can involve many different factors, from the air you breathe to the products you use for cleaning. One important way to make your home a better environment is by replacing certain household items with more eco-friendly and non-toxic options. Here are five household items that you can replace for a healthier environment:

## 1. Plastic Food Containers

Many plastic food containers contain harmful chemicals, such as bisphenol A (BPA) and phthalates, which can leach into your food and cause health problems. Instead of using plastic containers, opt for glass, stainless steel, or silicone containers. These materials are non-toxic and do not contain harmful chemicals, making them a safer option for storing your food.

## 2. Chemical Cleaners

Most commercial cleaning products contain harsh chemicals that can be harmful to your health and the environment. These chemicals can cause respiratory problems, skin irritation, and even contribute to the development of cancer. Instead of using chemical cleaners, try using natural alternatives such as vinegar, baking soda, or lemon juice. These ingredients are effective at cleaning and disinfecting, and they are also safe for you and the environment.

## 3. Synthetic Air Fresheners

Synthetic air fresheners can contain chemicals that can be harmful to your health, such as phthalates, benzene, and formaldehyde. These chemicals can cause respiratory problems, headaches, and other health issues. Instead of using synthetic air fresheners, try using natural alternatives such as essential oils or plants. Essential oils can be diffused or added to a spray bottle with water to create a natural air freshener, and plants such as lavender and eucalyptus can help to purify the air.

## 4. Plastic Water Bottles

Plastic water bottles are a major source of pollution, and they can also contain harmful chemicals such as BPA. Instead of using plastic water bottles, invest in reusable water bottles made from stainless steel or glass. These materials are non-toxic and can be used repeatedly, making them a more eco-friendly option.

## 5. Non-Stick Cookware

Non-stick cookware contains a chemical called perfluorooctanoic acid (PFOA), which has been linked to health problems such as cancer, infertility, and developmental issues in children. Instead of using non-stick cookware, try using cast iron, stainless steel, or ceramic cookware.



## WANT TO MEAL PREP BUT DON'T HAVE TIME?

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### ICON MEALS

**Ask Your Coach about  
ICON Meals today!**



*ICON Meals is a meal prepping service that provides a few different options in order to easily allow you to stay on path to reaching your goals.*

**MEAL BOXES** - pre-made or build-a-box options for different goals.

**WEEKLY MENU** - Choose from a variety of chef-inspired meals for your everyday lifestyle.

**CUSTOM MEALS** - Build your own custom meals for breakfast, lunch, or dinner to fit your needs.

**BULK ITEMS** - Pick your favorites proteins, veggies, or carbs by the pound.

# Macros Vs Calories

Stephen Duff

## What are Macros?

Macronutrients are defined as food that makes up a person's diet, i.e. Fats, Carbohydrates, and Proteins. These “Macros” are nutritive compounds of food that are used in energizing the body and maintaining the body structurally and mentally. Macros are a massive part of diet and health, so learning to keep track of them can help you achieve your nutrition and fitness goals.

## What are Calories?

Calories are the amount of energy released when your body breaks down food. If a food product is high in calories then it will provide your body with more energy. If you eat more calories than is needed for your daily calorie output then the remaining calories are stored in your body as fat.

## Fats

Fats are something that is essential to every diet, many people have an overarching theory that fat is something you need to cut out of your diet but in fact, it is very important for daily energy and can in fact be one of the main ingredients for your daily energy source. Fat only becomes an issue once you are in a surplus of calories and are not using those calories throughout your day. As you count your macros you will count in grams, knowing that 1g of fat has 9 calories is very important for your diet as your day goes it is easy to add grams of fat to your daily count, and every gram is 9 more calories. Fats hold the highest calories per gram of all the macros so it is definitely important to be tracking how many grams you are taking in a day.

## Carbs

The breakdown of carbohydrates into calories is a little different, 1g of carbs is 4 calories. Carbs are more likely to have more volume on your plate than fats, so that equals more food and fewer calories. That is why it is very important to meet your macro goal for carbs as it will help fill you up more and keep you from snacking throughout the day.

## Proteins

If you are pairing working out with a diet then it is extremely important that you work hard to hit your protein goal daily. Hitting that goal will help you with recovery and building muscle from those workouts, along with keeping you full the longest of each of the macros. 1g of protein converts to 4 calories, so like carbs, you have to eat more volume to get into the higher calorie numbers.

In conclusion, the best way to stay at a healthy medium is to track and learn how your diet is naturally, once you have found what you like and understand your natural diet habits you can make adjustments to meet your macro goals.

# THE NEXT STEP



**Michael Keane**

April 1 at 12:37 PM · 🌐

Giving back is an important part of what we do and who we are. In order to keep what we have, we have to give it away. We have to give of ourselves.

Thank you to everyone who donated ❤️ and to everyone who supported our efforts to raise funds for [The Next Step](#) to potentially help someone in recovery change their lives.

Thank you to all our members at [Warson Woods Fit Body Boot Camp Ballwin](#) [Fit Body Boot Camp](#) and [Phoenix A Plus Coaching](#).

Thank you to all of our coaches at each location. You guys are pleasure to serve with.

Thank you our family members and friends and friends of friends who chipped in.

After 90 days of effort, each coach and owner hit 1 million steps as promised (on top of 1000 push ups in a day, 8 back to back sessions in a day and 15 mile walk)

We ended up hitting \$6500 with matching donations coming. It's not over yet!

We aimed for the 🌟🌟🌟 and landed on the 🌙





# Fitness Myths

## Jesús Vicente

Information about anything can be found about anywhere at the reach of an internet device. This is both a blessing and a curse as so much information also means that it isn't always credible or reliable. Fitness myths typically start from misunderstanding a piece of information and then goes into offering guidance on "hows to". To give an example, here are 3 common beliefs around the fitness world and the actual truth:

### **Myth: Doing crunches will give you a six-pack.**

A strong core is built using different exercises, not only crunches. Core work comprises more than a six-pack, it goes into muscle endurance, strength, spine stabilization and posture. Doing crunches everyday forever will not necessarily reveal the "six-pack" look. To reach that defined abdominal point, change in body composition must happen, a.k.a reduce fat and build muscle. Abdominal muscles can be worked all day long, but they are not going to reduce fat tissue. For almost everyone, the "six-pack" is already there, is the fat tissue over the muscles that needs to be taken away. Body composition change is a combination of cardiovascular activity, resistance and core training (to increase resting metabolic rate and strength), which are all supported by healthy and balanced eating habits. Not to mention the importance of core stability to keep the body safe and steady during physical activity, but that is a conversation for another day.

### **Myth: If resistance training stops, muscle will turn to fat.**

This cannot be, as muscle and fat are entirely separate with different structures, metabolic rates and functions. By stopping lifting weights and incorporating a sedentary lifestyle, muscle will atrophy (weaken) and reduce in size. Muscle will not and cannot turn to fat. muscle is more metabolically active than fat, by this, the resting metabolic rate (amount of energy you use at rest) will slow down as a result of decreased muscle mass, because muscle tissue is more metabolically active than fat tissue.

### **Myth: Stretching before a workout is beneficial.**

This is also a "depends" type of situation. If it is "dynamic stretching", then this should be a part of the warm-up. A warm-up prepares the body to meet the demands of a workout by increasing muscle temperature and heart rate, releasing specific hormones and improving range of motion. The most effective type of stretching before a workout is a dynamic series of exercises involving the whole body, large muscles and multiple joints. The goal is to activate the muscles you will use during the workout.

Now, when it comes to static stretching, this should be performed at the end of the workout during the cool-down portion. Static stretching is focused on elongation and relaxation, meaning getting muscles back to its original state. The body should not go into a session in a relaxed and stretched state, this will reduce force output and the workout will not have the same quality.