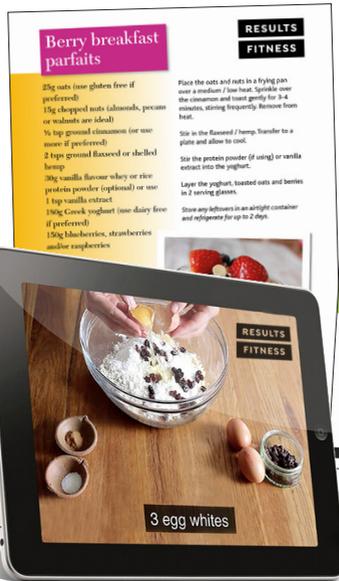
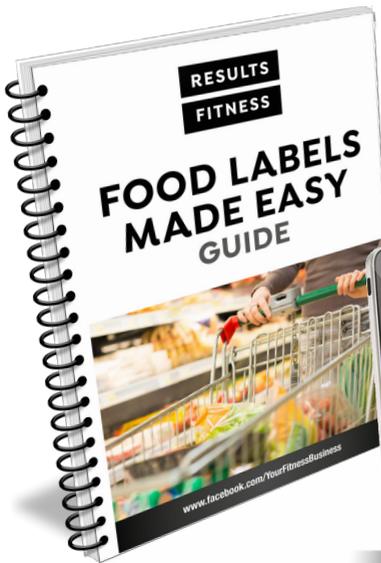




SERVE YOUR CLIENTS SUCCESS

How to Implement your Nutrition Support Content in your PT Business



www.fitprorecipes.co.uk

How to implement your Nutrition Support Content in your PT business

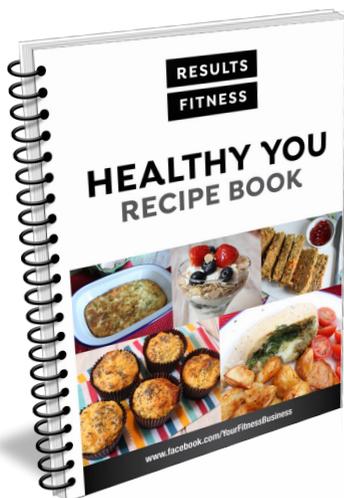
Our ebooks offer a high quality 'done-for-you' system to help you support your clients with their nutrition, without adding to your workload.

Here are some of the ways the Nutrition Support content can benefit both you and your clients...



How to use your branded recipe e-book in your business...

- Added value within your existing PT packages
- Sell to prospects as a low barrier product
- A teaser / up-sell to a higher priced product or PT package
- Downloadable content from your own membership area which your clients subscribe to (passive or semi-passive income)
- Turn into printed books to sell or give away to prospects / clients
- A high quality lead magnet to build up a valuable email list
- A motivational tool for your clients



Dry beef curry

RESULTS FITNESS

2 tps ghee or coconut oil
2 small white onions, chopped
1 inch piece fresh ginger, finely chopped
4 garlic cloves, finely chopped
3 green chilli peppers, finely chopped
1 tsp ground coriander
1 tsp garam masala
1 tsp ground turmeric
1 tsp ground cumin
1 tsp sea salt
500g casseroles beef, diced
150ml beef stock (made with one organic stock cube)
a small bunch of fresh coriander, finely chopped

Heat the ghee or oil in a large saucepan over a medium heat. Add the onions, ginger, garlic and chilli peppers. Stir well and fry gently for 3-4 minutes, stirring frequently.

Add the dried spices and stir well.

Add the beef and stir well for 2 minutes to coat in the spices.

Add the stock and stir. Cover and cook for 1 hour, stirring occasionally. Uncover and cook for 30 minutes or until the beef is tender.

Serve garnished with fresh coriander.

Store any leftovers in an airtight container and refrigerate for up to 3 days or freeze same day.

SERVES 3



PER SERVING:
384 Calories
45 Carbs
22g Protein
12g Fat

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Protein pancakes topped with a poached egg

RESULTS FITNESS

100g banana
2 eggs
25g vanilla flavour whey or rice protein powder
30g fresh spinach
10g flaxseed
a small pinch of baking soda
100g buckwheat flour (or use flour of your choice)
100ml buttermilk (or use coconut milk plus 2 tps fresh lemon juice)
4 tps coconut oil

for the topping:
1 egg (per person)
1 tps maple syrup (per person)

Place the banana, egg, protein powder, spinach, flaxseed, baking soda, flour and buttermilk in a blender. Blend well until creamy.

Melt ½ tsp coconut oil in a frying pan over a medium heat. When the oil is hot, add half a ladle (around one eighth) of the batter to the pan.

Cook for 2 minutes. When bubbles appear on the surface of the pancake, turn or flip over and cook for 2 minutes. Transfer the pancake to a plate lined with kitchen roll. Repeat the steps with the remaining coconut oil and batter until you have 8 pancakes.

Heat a small saucepan of boiling water over a medium heat. Crack one egg (per person) into the water. Stirrer gently for around 4 minutes. Remove with a slotted spoon and drain off excess water.

Serve 2 pancakes per person, topped with a poached egg and a drizzle of maple syrup.

Store any leftover pancakes in an airtight container and refrigerate for up to 2 days.

PER PANCAKE (WITH TOPPING):
277 Calories
26g Carbs
24g Protein
12g Fat



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Ways to implement your recipe e-card jpegs...

- As part of an email campaign sequence
- As downloadable content from your own membership area which your clients subscribe to (passive or semi-passive income)
- As a lead magnet to build up a valuable email list of prospects
- As rich content for blogs or social media posts
- As a motivational tool for your clients
- Printed and laminated and given to clients so they can build up a recipe collection

RESULTS
FITNESS

Cheese, basil & tomato muffins

Ingredients:
 a small amount of coconut oil to grease tin
 4 eggs
 a pinch of sea salt and ground black pepper
 a small pinch of baking powder
 5 fresh basil leaves, chopped
 5 fresh tomato slices, chopped
 1 green bell pepper, finely chopped
 100g milk of your choice
 20g Parmesan cheese, grated (use 100g if preferred)
 100g curd, finely grated
 100g on-dried tomatoes in oil, drained and chopped

Preheat oven to 180°C/350°F. Grease 9 compartments of a muffin tin with coconut oil.

Crack the eggs into a jug and add the salt and black pepper. Beat gently with a fork and whisk combined.

Add the remaining ingredients and stir until well combined.

Four hours before use into the muffin compartments.

Bake for 20-25 minutes or until golden.

Allow to cool for 5 minutes in the tin then remove and transfer to a plate to cool completely.

Store any leftovers in an airtight container and refrigerate for up to 3 days or freeze on same day.

MAKES 9 MUFFINS




PER SERVING:
 102 Calories
 12 Carbs
 12g Protein
 7g Fat

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RESULTS
FITNESS

Creamy salmon & kale fishesakes

Ingredients:
 1 1/2 cups olive oil
 1/2 cup white potatoes, peeled and sliced
 1/2 cup butter or cream cheese (optional)
 a few sprigs of fresh parsley, chopped
 a pinch of sea salt and ground black pepper
 1/2 cup shallots, sliced
 1 1/2 cups garlic granules
 1 1/2 cups 10/10 or English mustard
 a small handful of kale, finely chopped
 200g fresh salmon fillets
 2 1/2g Cheddar cheese, grated (or use on-dry fish cheese if preferred)
 100g lemons wedges

Preheat oven to 180°C/350°F. Line an oven tray with foil and divide half of the oil evenly over the foil.

Place the potatoes in a saucen of boiling water. Cover and cook for 20 minutes or until soft. Drain well and return to the saucen. Add the butter, cream cheese (if using), fresh parsley, salt, pepper, shallots, mustard and garlic granules and mash well. Add the kale and stir well.

Place the salmon in a 100g pan. Add 1/2 inches of equally heated water and place over a medium heat. Cover and steam for 4-5 minutes or until cooked. Transfer the salmon to a plate and gently break up into flakes.

Add the salmon and cheese to the potato mixture and stir well. Shape into 6 patties and place on the heating tray. Sprinkle lightly with the remaining olive oil. Bake for 40 minutes or until golden, turning halfway.

Store any leftovers in an airtight container and refrigerate for up to 3 days or freeze on same day.

MAKES 6 FISHESAKES




PER SERVING:
 242 Calories
 12g Carbs
 12g Protein
 12g Fat

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RESULTS
FITNESS

Berry breakfast parfaits

Ingredients:
 2 1/2 cups (one gluten free if preferred)
 150g chopped nuts (almonds, pecans or walnuts are ideal)
 1/2 cup ground cinnamon (or use more if preferred)
 2 cups ground almonds or shellied hemp
 20g vanilla. Flavour with any rice protein powder (optional) or use 1 tsp vanilla extract
 150g Cooked yogurt (use dairy free if preferred)
 150g blueberries, strawberries and/or raspberries

Place the nuts and nuts in a frying pan over a medium to low heat. Sprinkle over the cinnamon and toast gently for 3-4 minutes, stirring frequently. Remove from heat.

Use the protein powder (if using) in vanilla extract into the yogurt.

Layer the yogurt, toasted nuts and berries in 3 serving glasses.

Store any leftovers in an airtight container and refrigerate for up to 2 days.

STEP 1



STEP 2



PER SERVING:
 200 Calories
 12g Carbs
 12g Protein
 12g Fat

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RESULTS
FITNESS

Mozzarella, tomato & pesto chicken

Ingredients:
 aubergine of olive oil to grease tray
 100g potatoes, cut into small chunks
 1/2 cup paprika
 2 x 170g fresh chicken breasts
 1 1/2 cups green pesto
 25g fresh spinach leaves
 10g Mozzarella cheese, cut into small pieces (use dairy free cheese if preferred).

Heat oven to 180°C/350°F.

Lightly oil the base of an oven tray. Add the potatoes and paprika and mix well to coat. Place in the oven to cook.

Meanwhile, lay the base of an oven tray with foil.

Place one of the chicken breasts on a chopping board. Carefully make an incision into the thick part of the chicken to create a pocket. Repeat with the other chicken breast. Place the chicken breasts onto the foil lined tray.

Spoon the pesto into each pocket. Add the spinach and Mozzarella. Close the opening of the pocket as much as possible to seal in the contents.

Bake the chicken in the oven for 20 minutes or until cooked through. The potatoes should be ready at around the same time. Serve.

Store any leftover chicken and potatoes in separate airtight containers and refrigerate for up to 3 days.

MAKES 2




PER SERVING:
 410 Calories
 12g Carbs
 20g Protein
 12g Fat

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RESULTS
FITNESS

Mexican bean salad

Ingredients:
 2 bell peppers, (any colour), sliced
 2 eggs olive oil
 1 cup olive oil
 300g fresh chicken or turkey breast
 a small handful of fresh coriander,
 2 garlic cloves, finely chopped
 1 small red chili, finely chopped
 100g chicken thighs (if using)
 1 medium sized 1/2 cup avocado
 a pinch of salt and pepper
 1/2 cup paprika
 1/2 cup shalli powder
 1 cup ground cumin
 juice of 1 lemon
 1 medium sized 1/2 cup avocado

Preheat oven to 180°C/350°F. Place the bell peppers in an oven dish and drizzle over 2 cups olive oil. Bake for 20 minutes, or until the pepper is soft and able to peel. Remove from oven and allow to cool. Peel and dice the peppers.

Place the chicken Heat the ground in a frying pan over a medium heat and add the chicken. Cook for 4-5 minutes, stirring thoroughly until the chicken is hot and cooked.

Finely chop the coriander leaves. Sprinkle avocado and average 1/2 cup over the salad. Sprinkle over the final 1/2 cup. Serve.

Store any leftovers in an airtight container and refrigerate for up to 3 days.

STEP 1



STEP 2

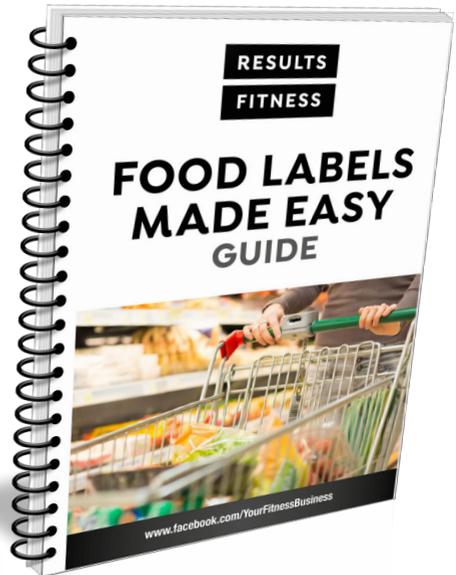
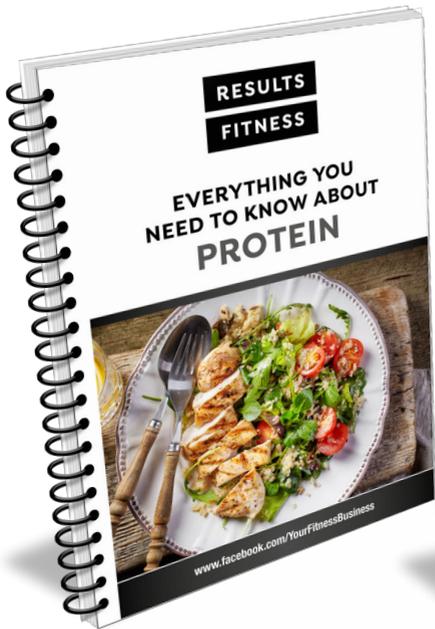


PER SERVING:
 410 Calories
 12g Carbs
 20g Protein
 12g Fat

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How to use your Teaching Tools educational guides... (part of the Ultimate Bundle Deal only)

- Added value within your existing PT packages
- As downloadable content from your own membership area which clients subscribe to (passive or semi-passive income)
- Inspiration for blog post /social media post content
- Used as material within an educational series (video or email campaign) or an educational seminar
- Turned into hard copies and sold at the end of your educational seminars



How to use your recipe videos... (part of the Ultimate Bundle Deal only)

- As rich content for your blog posts, email campaigns and social media posts
- As content within your own membership area which clients subscribe to (passive or semi-passive income)
- Within a nutrition or recipe section on your website
- As part of a Facebook advertising campaign
- Uploaded to a private, password protected Tumblr blog or YouTube channel



INSPIRATION FROM OUR PTS...

I use the recipes for my existing clients. Each month I print out the e-cards and get them laminated so they can be used in the kitchen. I give each client a folder (branded to my business) with dividers for the different recipe types, so they can keep all of the recipes in one place.

I frequently survey my clients to find out which types of recipes they like the most, e.g. curries, then I'll order some additional recipes from Fitpro Recipes to give to the client as a gift (if I don't already have enough in my recipe archive). It's often the small personal touches that keep clients with you for longer.

Paul H

I often have my recipe books printed and placed in the reception area. Clients and prospects can take a free copy with them. A nice extra touch.

misc

I've had a number of the recipe books printed as hard copies and I give these away to new clients as gifts.

The monthly recipe e-cards are given to my online clients as part of their package. I have also used the e-cards to put together collections for my newsletter subscribers for specific events. e.g. Pancake recipes used as a free "Pancake Pack" for Shrove Tuesday.

I upload the videos to my YouTube channel and share them on my Facebook page as my #MealMovieMonday post.

I'm also hoping to use the recipes as free downloads when I finally wrap my brain around Facebook ads and Leadpages!!

Emma R



We work with city workers in London, so drip-feeding small nuggets of content to them in bite-sized pieces, works well, as they are so busy!

That's why we like the smaller monthly recipe books and the teaching tools articles, which can be read quickly by clients. We know a lot of our clients are more likely to see an email rather than a Facebook post, so we tend to drip feed content to them through an email autoresponder.

misc

I have my own subscription hub where paying members can access nutrition, workouts and the teaching tools education.

As a bonus gift to the local members, I include 2 free bootcamp sessions each month. The bonus gifts work well as a retainer to the subscription plan, but also help to ascend members onto higher priced packages, such as the bootcamp or small group packages.

Ian



I run a free Facebook group for prospects, which helps to build up know, like and trust. When someone joins the group, I send them a pre-recorded voice note through messenger to welcome them to my group. I don't try to sell them anything, I just let them know I'm here to help them.

I know by giving value in advance, it will usually come back to me. People in the free group will often become higher paying clients in time.

The recipes I provide are a big part of the group and are always well received. I save the recipes into the file section as jpegs, which has built up nicely over the months. Plus as there are always a few veggie, vegan options in the selection, I can cater for pretty much everyone!



Sean



I was referred to Fitpro Recipes by a friend. As a highly experienced professional Strength and Conditioning Coach with 16 years experience who has recently set up a performance training studio I needed an quality nutrition solution to use within my business. Writing nutrition plans is my Achilles heel - I've tried to create my own recipes before, but discovered it wasn't something I enjoyed doing, nor was it a good use of my time.

The membership offering is a good solution for me as it is a low monthly outgoing. For the same price as training one client for one hour a month I can have professional looking, high quality recipes. Before I signed up to this I asked all my clients if they needed recipes, and what I got was a resounding YES! Now they've tried these recipes, the feedback from them has been really good. They are so much more inspired, some of them are even posting photos of their meals in the Facebook group!



Paul M

I had a batch of usb dongles branded to my business. They look really smart. Every month, my 1 to 1 and group coaching clients can bring it in to class and I'll quickly copy the latest batch of recipes over for them to keep. They always look forward to the new recipes each month.

Richard P

I often get my membership ebooks printed. They don't cost much and look really professional in hard copy. I can then sell them at the end of my seminars and talks. I sometimes use them as promotional material too, by giving them away at the end of my consultations as a keep sake. It's a great tool to keep you in people's minds.

misc

I subscribe to the pdfs and the videos every month. I pop them into my membership site for my low end product and I also send my clients an email notification each month to let them know the new recipes are now ready to access.

I've also used the recipes for quite a bit of social media marketing. So I pop them into my blogs... onto my Facebook page... and into my Facebook groups. It really helps people get into a good headspace with their nutrition.

Nick W



We post a new video every Friday on our Video Recipe Friday.

We created an email campaign where we send one recipe pdf out every day for a month.

We also send the recipes as an autoresponder free gift on signing up for a plan.

Finally, I have my own membership site (created through Click Funnels) and I include the pdfs in there too.

There are loads of things you can do with the membership content :-)

Kellie B

