Product Brochure

FITPRO RECIPES

SERVE YOUR CLIENTS SUCCESS

www.fitprorecipes.co.uk

Contents

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

Branded Recipe Books

Recipe Books - Overview	4
The Essentials Flagship Recipe Book	5
'Something for Everyone' Recipe Book	6
Vegan Recipe Book	7
Healthy Weekend Recipe Book	8
Smoothies Recipe Book	9
21 Recipe Book	10
Bespoke Branded Recipe Books	11

Meal Plans

Meal Plans - Overview	16
28 / 21 Day Meal Plan	17
7 Day Meal Plan	18
7 Day Vegan Meal plan	19

Educational Products

Nutrition Essentials	21
Motivation Guide	22
Mindset Guide	23
Supplement Guide	24

Client Nutrition Support Programmes

(Available via an annual or bi-annual payment. Monthly finance options are also available)

Recipes - Overview	28
Recipe E-cards	29
Recipe Ebook	30
Teaching Tools	31
The Ultimate Bundle Deal	32

Image credit: Cover image and page 25: Victoria Shibut©123RF.com

Welcome...

FITPRO RECIPES

SERVE YOUR CLIENTS SUCCESS

...to the Fitpro Recipes product range.

Every good Personal Trainer knows the importance of nutrition when it comes to getting results with clients. We help trainers cater for their client base by providing recipes, meal plans and educational products, saving trainers and coaches a lot of time and energy helping their clients get better results through good nutrition.

Meet the team...

Alan Carson is a personal trainer and keen bodybuilder. He is a certified Sports Nutritionist (CISSN) and likes to stay up to date with the latest nutrition science. Alan founded Fitpro Recipes with Naomi in 2012 after realising that nutrition was a common stumbling block for personal training clients.

A graphic designer since 2005 with experience working for world leading food and diet companies, Naomi Carson knows how to make your recipe books and products come to life.

"We look forward to helping you make a difference!"

Branded Recipe Books

Choose from our core range of Recipe Books...

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

	Essentials Flagship	Something For Everyone	Vegan Recipes	Healthy Weekend	Smoothie Recipes	21 Recipe Book
	$345	$345	$345	$274	$210	$17
Total number of recipes	100	100	100	85	60	21
A **mixture of meal types** (drinks / snacks / breakfasts / lunches / dinners)	✓	✓	✓	✓	✓	✓
Available in **US cups** measures	✓	✓	✓	✓	✓	✓
Gluten & **wheat free** / natural plant based **sweeteners**	✓	✓	✓	✓	✓	✓
Dairy free & **vegetarian alternative proteins** included	✓	✓	✓	✓	✓	✓
Full **macro** breakdowns & **calories**	✓	✓	✓	✓	✓	✓
Available as an **ebook** and **print friendly (high res) pdf**	✓	✓	✓	✓	✓	✓
Branded **front cover** design*	✓	✓	✓	✓	✓	✓
Customized **welcome** pages**	✓	✓	✓	✓	✓	✗
Education on some of the recipe **ingredients**	✓	✓	✓	✓	✓	✗
A checklist of some **low carb** and **higher carb** reicpes	✓	✗	✗	✗	✗	✗

* We cannot sell any of our products unless they have been branded with your business logo. Need a logo? Go to page 13 to find out more about the logo design service we offer.

** We will include our pre-written welcome pages in your book unless you provide us with your own text and photos. Any text / photos you supply must comply with our Intellectual Property Marketing Restrictions. More information on page 38.

The Essentials Flagship Recipe Book: Volume I & 2

FITPRO RECIPES

SERVE YOUR CLIENTS SUCCESS

Our biggest and best-selling recipe books.

Volume 2 launched in September 2020, due to popular demand...

Each Volume contains 100 recipes

- Drinks, snacks / treats, breakfasts, lunches and dinners
- Calorie and macro breakdowns included on all recipe pages
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures

Recipe ingredient education

- Education on some of the ingredients which are used in the recipes e.g. cooking oils and fats, sweeteners and store-cupboard items

An educational guide on Hormones

- Covers information on Insulin, Glucagon, Cortisol, Growth Hormone, Testosterone, Oestrogen, Thyroid, Leptin, Ghrelin

A handy checklist

- We've highlighted some **lower carb** (non-training day) and **higher carb** (training day) recipes

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials
- Your recommended product affiliate links

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge

Vol. 1 & 2 both contain:

- **100 healthy, tasty, easy to make recipes**
- **Easy to understand education on Hormones**

$345.00 each or $566.00 Vol. 1 & 2 bundle deal

(these are one off payments with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

‘Something for Everyone’ Recipe Book

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

100 plant-based, vegetarian, pescatarian and meat dishes - a recipe book to suit all of your clients!

100 healthy recipes

- Drinks, snacks / treats, breakfasts, lunches and dinners
- Calorie and macro breakdowns included on all recipe pages
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures

Recipe ingredient education

- Education on some of the ingredients which are used in the recipes e.g. tahini, tofu and nutritional yeast

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials

For more details about how we customise our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge

MFP BARCODES INCLUDED
SCAN TO MYFITNESSPAL

FREE BONUS: 7 SOCIAL MEDIA RECIPE CARD JPEGS

$345.00

(a one off payment with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

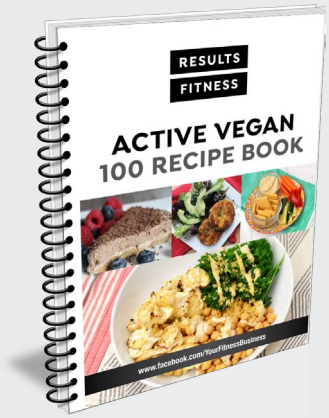
Vegan Recipe Book

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

100 healthy, delicious and easy to make vegan recipes

100 healthy recipes

- Drinks, snacks / treats, breakfasts, lunches and dinners
- Calorie and macro breakdowns included on all recipe pages
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures
- A good variety of plant-based protein sources
- An emphasis on using whole foods and limiting processed foods where possible



Recipe ingredient education

- Education on some of the ingredients which are used in the recipes e.g. tahini, tofu and nutritional yeast

An educational guide

- The importance of protein
- Recommmended supplementation to support a plant-based diet, including vitamin B12, essential fatty acid, calcium, vitamin D, iron, zinc and creatine

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials
- Your recommended product affiliate links

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge

$345.00

(a one off payment with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

Healthy Weekend
Recipe Book

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

Indulgent recipes made healthy! Pizza, take-outs, cheesecake...

85 healthy recipes

- Drinks, snacks / treats, breakfasts, lunches and dinners
- Calorie and macro breakdowns included on all recipe pages
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures

Recipe ingredient education

- Education on some of the ingredients which are used in the recipes e.g. seeds, nuts, spices and cooking oils

'How to' section

- Quick, easy ways to create homemade stock, perfect boiled rice, potato wedges and more

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials
- Your recommended product affiliate links

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge

$274.00

(a one off payment with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples
TO DOWNLOAD OUR PRODUCT SAMPLES

Smoothie
Recipe Book

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

A quick and easy way to pack in nutrition

60 healthy recipes

- A mixture of protein-rich, fruit and veg based, treat, low calorie and energy dense smoothies
- Calorie and macro breakdowns included on all recipe pages
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures

Recipe ingredient education

- Education on some of the ingredients which are used in the recipes e.g. fruit, veg, seeds and cocoa powder

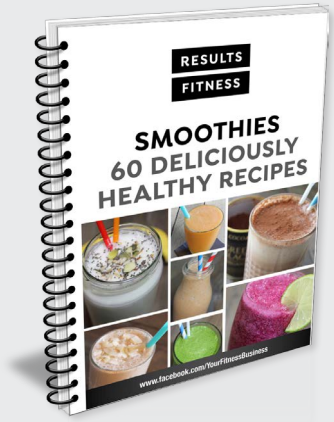
Your company branding

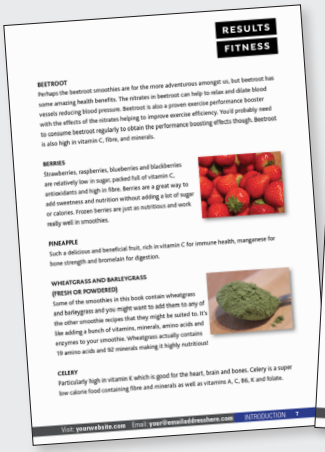
- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials
- Your recommended product affiliate links

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge





$210.00

(a one off payment with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

21 Recipe Book

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

Around 80% discount on a mini recipe book.
A great lead magnet to grow your email list

21 healthy recipes

- Drinks, snacks / treats, breakfasts, lunches and dinners
- Calorie and macro breakdowns included on all recipe pages
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures

Available in a range of protocols

- Choose from one of the following: A mixture from our Essentials Flagship recipe book (use to up-sell prospects to the Essentials Flagship recipe book); Paleo / primal; Low carb; High protein; Vegetarian; Vegan

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge

$17.00

(a one off payment with no hidden extras)

BUY NOW

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

Bespoke Branded
Recipe Books

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

Choose a bespoke recipe book based on the needs of your clients

Choose from our extensive recipe library

- Drinks, snacks / treats, breakfasts, lunches and dinners
- Calorie and macro breakdowns included on all recipe pages
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures

Some examples of bespoke books we can offer...

• Paleo / primal

• Vegetarian

• Carb cycling

• High protein / low carb.

We will endeavor to accommodate any requests

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials
- Your recommended product affiliate links

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge

Bespoke Book Pricing:

1-49 recipes: $3.70 per recipe

50 + recipes: $2.85 per recipe

Protein-rich **Vegetarian** *Carb Cycling*

Low Carb / High Fat ***Paleo / Primal***

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

Our Recipes

Recipe ingredient weight / measures / grammar

We supply our recipes in US (Cups), Australian (Metric) or UK (Metric) measures and grammar.

Our Recipe guidelines

Our recipes fit into the following guidelines. If you want any recipes or ingredients in our books to be swapped or removed, however, we may be able to arrange this. Just let us know before placing your order, so that we can provide you with a quote for making the changes. If lots of changes are required, we may recommend a bespoke book - please see the Bespoke Books section on page 11 for details on pricing.

Dairy: Most recipes are dairy free - although we don't class eggs as dairy and so our recipes may require the use of eggs.

In the majority of recipes where dairy is present, we also recommend a dairy free substitute.

For example dairy free yogurt, which can be obtained in many grocery stores, increasingly around the world.

Wheat, gluten and alcohol: All of our recipes are gluten, wheat and alcohol free. In some recipes, we use ingredients which may contain gluten or wheat, but a gluten or wheat free alternative ingredient will also be listed. For example gluten free flour or oats.

Sugar: Recipes may include ingredients which contain naturally occuring sugars, for example, fruit and honey. Recipes may also include plant based sweeteners such as stevia.

Processed foods: Minimally processed foods are used where possible. Some examples of processed foods we use are flour, canned tomatoes, baking powder and coconut milk.

Vegetarian: Most of our breakfast, lunch and dinner recipes contain meat as a valuable source of protein. However, since meat is not always the key ingredient, it can often be left out or replaced with a vegetarian protein.

Should a vegetarian-only recipe book be required, we can create a bespoke book for you. Please see the Bespoke Books section on page 11 for details on pricing.

Protein powders: Some of the recipes include protein powder as an optional ingredient. These recipes can be adjusted or swapped to suit your needs. Please let us know before ordering if you require protein powders to be removed from your book or if you require any recipe swaps so that we can let you know if an additional fee will be charged.

Ingredient availability: We aim to use ingredients which can be easily obtained in grocery stores and health stores.

However, as mentioned previously on this page, if you find any ingredients in our recipes which you feel may be hard for your clients to obtain, we may be able to swap them or remove specific recipes upon request for an additional fee.

Nutritional values: We carefully calculate the calories, fats, carbs and protein for each serving of the recipes using a common database. Exact values will vary, however, and you should therefore treat this information as an approximation.

Nutrition regulations: It is your responsibility to be aware of any regulations that apply in the country / territory that you intend to sell our recipes into, and any nutrition guidance you give must be in accordance with the laws of that country / territory.

Customizing our Books

Customization

Logos

We cannot sell any of our products unless they have been branded with your business logo. However, if you don't have a logo yet, don't panic! We can design a logo for you for an additional charge which will be agreed in advance. Please be aware that your logo design will incur additional turnaround time for your book(s).

Logo prices start at $55.00 for a basic logo design. You will be able to choose from a selection of three designs, which are provided after we've discussed your requirements.

Welcome pages

Provided that the text and images you supply complies with our Intellectual Property Marketing Restrictions See the Product Content – Rights and Restrictions on Use section on page 38 for more details. We can insert any educational text and / or images you would like to include in the Welcome section of your book to personalize it.

Welcome pages are not included in the following products:

- The 21 Recipe Book
- The Membership recipe e-cards

Welcome pages can be added to the 21 Recipe book upon request. An additional fee may be charged. A full quote will be provided upfront.

Adding your own recipes

If you wish, we can also add your own recipes to your book for a small fee per recipe (please contact us for details) – provided that they meet the following conditions:

- Recipes may not be an exact copy of any existing published recipe.
- You must have the right (ownership or a valid licence) to use and publish any recipe image(s) supplied.
- The recipe must comply with our Recipe Guidelines as outlined on the previous page.

Swapping recipes

We can swap up to five recipes from any recipe book you order – free of charge. We will replace the recipes with alternative recipes from our database. You can choose the recipes if you'd prefer to. If you'd like to swap more than five recipes we will charge a fee of $7.00 per additional recipe.

Repetition of recipes

In most of our products there is no repetition of recipes across the products. Any repetition which occurs is listed as follows:

- Some of the recipes included in the 7 Day Meal Plan also feature in the Essentials recipe book.
- In the 21 and 28 day meal plan, one of the recipes included is also featured in the Essentials recipe book.

Adding your client testimonials

We understand that it's good to showcase your client results. Accordingly, we are happy to include your testimonials provided that:

- They comply with our Intellectual Property and Marketing Restrictions. Please see page 38 for more details.
- You have the full written permission of all individuals to use any 'before and after' images of them.
- The main subject(s) in any photographs and the subject/author of all stories/ testimonials supplied are paying clients of yours (past or present).
- We will add the following footnote to the testimonial pages: "Results shown were achieved through a combination of consistent training, nutrition and lifestyle coaching. Individual results will vary. "

Client testimonials are not included in the following products:

- The 21 Recipe Book
- The Membership recipe e-cards

Testimonials can be added to the 21 Recipe book upon request. An additional fee may be charged. A full quote will be provided upfront.

Approval of your content

We will send you a first proof of your book(s) for feedback as soon as we reasonably can after your order has been confirmed. Please see our Turnaround Times section on page 37 for more details.

Once feedback has been received, any changes resulting from errors made on our part will be carried out and a new proof will be sent back to you for approval.

Once all necessary changes have been made to a book, a high resolution pdf will be provided and your order will be regarded as completed. We can also supply a print ready pdf if required at no extra cost.

Changes to your books after approval

Should you require any updates to be made to your book(s) after completion of the order, additional fees may apply. We will provide a full upfront quote on request. Some example fees are shown below:

- Update logo in the Essentials recipe book **$15.00-20.00**
- Update logo, all contact details and all welcome page info in the Essentials book **$20.00-30.00**
- Update a paragraph of text on one of the welcome pages in one book **no charge.**

Printing

We can assist you with arranging book printing if you are based in the UK or Europe – just ask us and we can obtain a quote from our printer for delivery to a single UK or European address.

If you are based outside Europe, we can send you some guidelines to help you obtain a suitable quote.

Printed books are not included in any of the prices shown in this Product Brochure.

Formats

Our recipe books are supplied in the following formats:

- High resolution pdfs suitable for digital use only. e.g. as a download from your website.

  Where possible, the files are supplied under 10MB in size, so you can email them to clients if required.

- Print friendly pdfs (on request). Pdfs are saved down at maximum resolution. Bleed is also added.

If required, we can supply your recipe book(s) in an alternative language for an additional fee – please ask us for details. Unless otherwise agreed in writing though, you will need to provide us with, and take full responsibility for any errors in the translations.

Editing our products

We cannot provide editable files of any of our products.

Changes to page layout design

Should you require any changes to be made to the design or layout of pages within any of our recipe books, then please tell us before placing your order, as additional fees may apply.

Product Affiliate Codes

We can include links to your online affiliate products in the welcome pages of your book. Provided that the text and images you supply complies with our Intellectual Property Marketing Restrictions. Please see page 38 for more details. section for more details.

We can insert any product description / educational text and / or images you would like to include.

Please note, we cannot include Amazon affiliate links in any of our products.

Meal Plans

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

Choose from our core range of Meal Plans...

	28 Day Meal Plan	21 Day Meal Plan	7 Day Meal Plan	7 Day Vegan Meal Plan
	$287.00	$230.00	$80.00	$110.00
A **mixture of meal types** (drinks / snacks / breakfasts / lunches / dinners)	✓	✓	✓	✓
Available in **US cups** measures	✓	✓	✓	✓
Gluten & **wheat free** / natural plant based **sweeteners**	✓	✓	✓	✓
Dairy free alternatives included	✓	✓	✓	✓
Vegetarian alternative proteins included	✓	✓	✗	✓
Macro breakdowns & **calories**	✓	✓	✓	✓
Available as an **ebook** and **print friendly (high resolution) pdf**	✓	✓	✓	✓
Branded **front cover** design*	✓	✓	✓	✓
Customized **welcome** pages**	✓	✓	✓	✓
Shopping lists included	✓	✓	✓	✗
Set **calorie targets** included	✓	✓	✓	✗

* We cannot sell any of our products unless they have been branded with your business logo. Need a logo? Go to page 13 to find out more about the logo design service we offer.

** We will include our pre-written welcome pages in your book unless you provide us with your own text and photos. Any text / photos you supply must comply with our Intellectual Property Marketing Restrictions. More information on page 38.

28 / 21 Day
Meal Plan

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

Our best-selling meal plans contain...

A variety of easy to make meals

- Includes drinks, snacks, breakfasts, lunches and dinners
- Calorie and macro breakdowns included with each meal, plus daily totals
- Images of single ingredients are shown throughout the ebooks. Finished dish photos are also featured on some of the pages

7 calorie targets

- The meal plans are split into 7 individual booklets, one for each calorie target: 1400 / 1600 / 1800 / 2000 / 2200 / 2400 / 2600 calories. All 7 books are included in the prices below
- Guidance on how to easily increase daily calories beyond 2600 calories

Shopping lists

- Weekly shopping lists are included

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge

28 Day Meal Plan:

$287.00

21 Day Meal Plan:

$230.00

(one off payments with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

7 Day
Meal Plan

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

An ideal lead magnet to grow your email list

A variety of easy to make meals

- Includes drinks, snacks, breakfasts, lunches and dinners
- Daily calorie and macro breakdowns included

3 calorie targets

- The meal plan is supplied to you as one ebook which contains the following daily calorie targets: 1400 / 1800 / 2200
- Guidance on how to increase daily calories beyond 2200 calories

Shopping lists

- Weekly shopping lists included

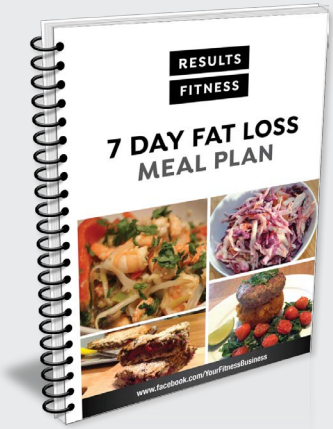
Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge



7 Day Meal Plan:

$80.00

(a one off payment with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

7 Day
Vegan Meal Plan

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

A flexible meal plan to help your clients pack in good nutrition...

A variety of easy to make meals

- Includes drinks, snacks, breakfasts, lunches and dinners
- Calorie and macro breakdowns included with each meal, snack and drink
- Each meal is offered in a variety of portion sizes, in increments of 50 calories, making it easy for clients to keep a running total of their daily calorie intake
- Clients can pick and choose their meals each day
- The meal plan caters for a wide range of daily calorie targets from 1200 - 2800 calories
- Recipes fully photographed with finished recipe pictures

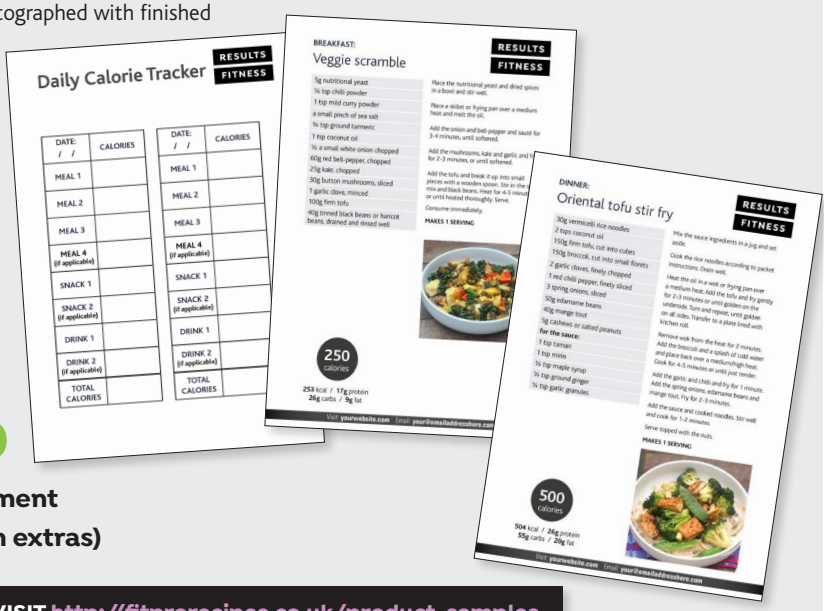
Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge



7 Day Vegan Meal Plan:

$110.00

(a one off payment with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

Meal plans

Meal plans

Our meal plans are complex files which have been created over several months. They have been structured in such a way that each day of the meal plan hits a specific calorie target. Therefore, we regret that we are unable to tailor any of our meal plans to any nutrition protocols, such as Paleo, high protein or low carb.

We are also unable to adjust the macro splits of our meal plans. In the 7 day / 21 and 28 day meal plans, the macro splits are approximately 33% carbs / 33% proteins / 33% fats. This is ideal for steady fat loss for general populations.

Nutritional values: We have carefully calculated the calories, fats, carbs and protein for each meal serving using a common database. Exact values will vary, however, and you should therefore treat this information as an approximation.

Formats

Our meal plans are supplied in the following formats:

- High resolution pdfs suitable for digital use only. e.g. as a download from your website.

  Where possible, the files are supplied under 10MB in size, so you can email them to clients if required.

- Print friendly pdfs (on request). Pdfs are saved down at maximum resolution. Bleed is also added.

Editing our products

We cannot provide editable files of any of our products.

Educational products: Nutrition Essentials

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

Empowering clients to make better nutrition choices

Understanding macronutrients and micronutrients

Meal frequency

How to follow a portion control nutrition route

- Includes some example recipes

How to follow a tracked nutrition route

- Includes a detailed explanation on how to set and track macronutrients

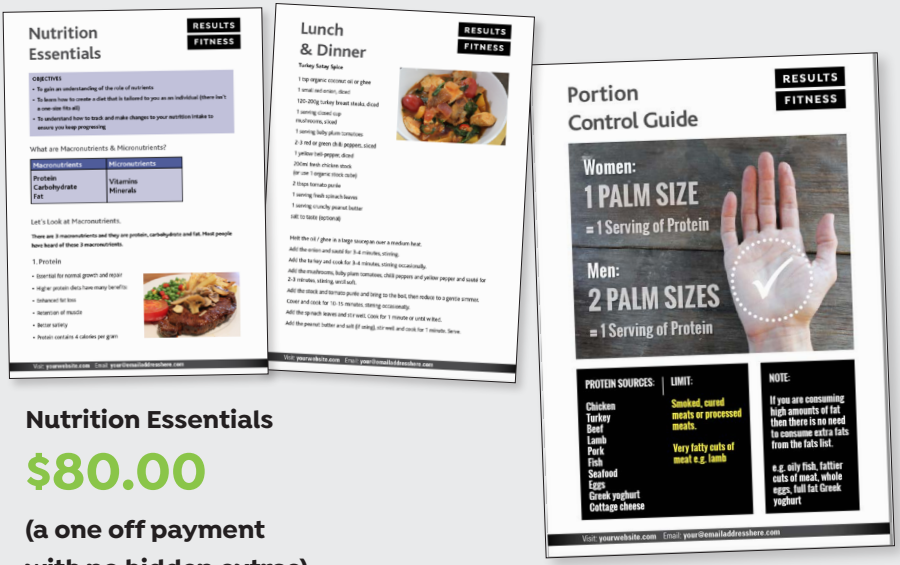
Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge



Nutrition Essentials

$80.00

(a one off payment with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

Educational products: Motivation Guide

SERVE YOUR CLIENTS SUCCESS

An in-depth guide to help your clients make positive changes to their lifestyle habits and stick to them...

Over 45 pages of education and exercises, for example...

- Techniques to help clients get motivated even when they don't feel like it
- Commitment exercises
- How to stay motivated long term
- Goal setting exercises
- Making and actioning a plan
- Making time for new lifestyle habits / goals

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge

Motivation Guide

$126.00

(a one off payment with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

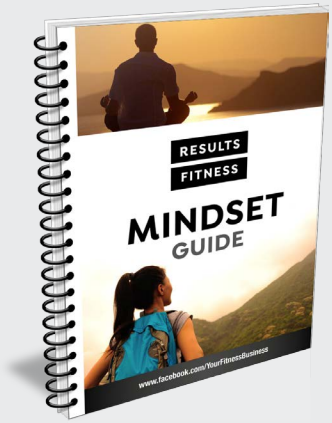
Educational products: Mindset Guide

SERVE YOUR CLIENTS SUCCESS

An ideal lead magnet or gift for your clients. This guide will help your clients get clear on what they want to achieve and help them stay focused

13 pages of exercises including...

- Away from / towards
- My future self
- Goal setting
- Mindset habits
- Breaking things down
- Consistency
- Affirmations



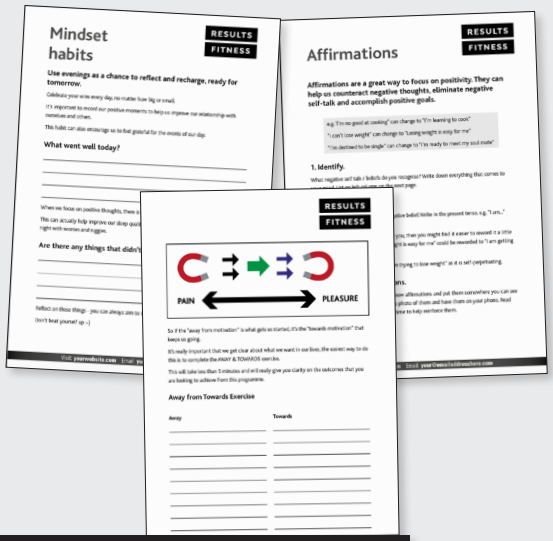
Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge



Mindset Guide

$44.00

(a one off payment with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

Educational products: Supplement Guide

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

With so many supplements on the market, it's no surprise that clients are confused about this topic. This guide will teach your clients about 7 of the most effective supplements available

Supplements included

- Protein supplementation
- Fish oil
- Creatine
- Multivitamins
- Recovery drinks
- BCAAs
- Greens drinks

Additional supplements

We can include your additional supplements for no extra charge, providing you supply us with the relevant product descriptions and images. The text and images you supply must comply with our Intellectual Property Marketing Restrictions. Please read the Product Content – Rights and Restrictions on Use section on page 38 for more details.

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge

Supplement Guide

$50.00

(a one off payment with no hidden extras)

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

Educational books

Adding your client testimonials

We understand that it's good to showcase your client results. Accordingly, we are happy to include your testimonials provided that:

- They comply with our Intellectual Property and Marketing Restrictions on page 38.
- You have the full written permission of all individuals to use any 'before and after' images of them.
- The main subject(s) in any photographs and the subject/author of all stories/ testimonials supplied are paying clients of yours (past or present).
- We will add the following footnote to the testimonial pages: "Results shown were achieved through a combination of consistent training, nutrition and lifestyle coaching. Individual results will vary. "

Approval of your content

We will send you a first proof of your book(s) for feedback as soon as we reasonably can after your order has been confirmed. Please see our Turnaround Times section on page 37 for more details.

Once feedback has been received, any changes resulting from errors made on our part will be carried out and a new proof will be sent back to you for approval.

Once all necessary changes have been made to a book, a high resolution pdf will be provided and your order will be regarded as completed. We can also supply a print ready pdf if required at no extra cost.

Changes to books after approval

Should you require any updates to be made to your book(s) after completion of the order, additional fees may apply. We will provide a full upfront quote on request but here are some example fees:

- Update logo in the Supplement guide **$10.00**
- Update logo, all contact details and all welcome page info in the Nutrition Essentials guide **$20.00**
- Update a paragraph of text on one of the welcome pages in one book **no charge.**

Printing

We can assist you with arranging book printing if you are based in the UK or Europe – just ask us and we can obtain a quote from our printer for delivery to a single UK or European address.

If you are based outside Europe, we can send you some guidelines to help you obtain a suitable quote.

Printed books are not included in any of the prices shown in this Product Brochure.

Supplement guide - adding your products

In our Supplement Guide, we can include information about any additional supplements you'd like to add, for no extra charge. Any text and images you supply must comply with our Intellectual Property Marketing Restrictions. Please see the Product Content – Rights and Restrictions on Use section on page 38 for more details.

Re-selling the books

You can sell the ebooks purchased from us an unlimited number of times. For example, as a download from your website.

Ebooks will not be password protected. Therefore it is your responsibility to protect your products should you wish to. We cannot accept any responsibility for loss of sales if a client shares their ebook with others and we therefore recommend that any ebooks sold from a website are set up on a secure page in a way that they cannot be shared. Please ask an experienced web designer for help on how to do this.

False claims

You must not make any false or exaggerated claims regarding weight loss, body transformation or health benefits either in or in relation to your book e.g. in any online or offline marketing.

Client Nutrition Support Programmes

The following products are available via an **annual or bi-annual payment**.

Monthly finance options are also available.

Client Nutrition Support Programmes:

Recipes (e-cards/ebook/videos)

SERVE YOUR CLIENTS SUCCESS

Keep your clients inspired with a fresh batch of recipes each month

With our Client Nutrition Support Programmes, you can receive monthly recipe content in the form of ebooks, digital e-cards and/or videos, and educational content ('Teaching Tools') in the form of an ebook.

All content is released on the 7th of each month and is shared via Google Drive.

About the recipes

- An equal mixture of meal types is provided each month. **Ebook and E-cards:** 3 drinks / 3 snacks / 3 breakfasts / 3 lunches / 3 dinners. **Videos:** 1 breakfast / 1 lunch / 1 dinner / 1 snack or 1 drink - a total of 4 videos per month)
- New recipes every month (no repetition)
- Recipes available in US cups measures
- Gluten & wheat free
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures
- Full macro breakdowns & calories included with each recipe

Your company branding

- A unique front cover design branded to your company (ebook option only)
- Your logo and contact details on every recipe page (ebook and e-cards only)
- Your welcome page(s), get in touch page and client testimonials (ebook only)
- Your logo and contact details on an intro and outro graphic (videos only)

For more details about how we customize our books, go to page 13

Product formats

- High quality pdf(s) (ebook and e-cards)
- A print friendly (high resolution) pdf can also be provided on request, free of charge
- MP4s (videos only)

Recipe e-cards

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

Add value to your existing PT packages or use as rich content for your own membership platform, blogs or social media pages....

15 individual recipe e-cards per month

- Includes:

  3 x drinks, 3 x snacks, 3 x breakfast, 3 x lunch and 3 x dinner recipes
- A mixture of macros
- Calorie and macro breakdowns included on all recipe pages
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures
- My Fitness Barcodes included (optional)

Your company branding

- Your logo and contact details on every recipe page

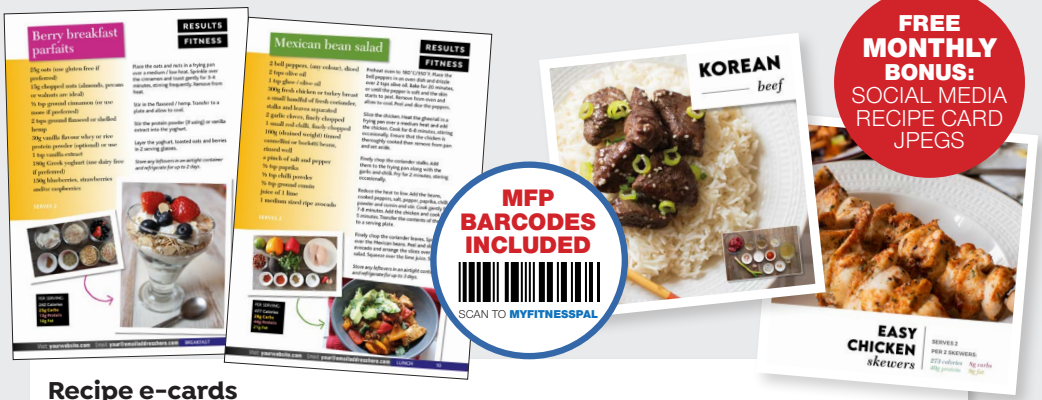
For more details about how we customise our books, go to page 13

Supplied as 15 individual e-cards

- Pdf and / or jpeg format

MONTHLY BONUSES:

30 social media recipe cards (see below), supplied as jpegs. **Recipe images** (ingredients and finished dish) supplied on request.



Recipe e-cards

£294.00 12 months nutrition support*

£168.00 6 months nutrition support*

FINANCE OPTION: 12 x monthly payments of £35.00

* We do not auto-renew our yearly or bi-annual payments. We will email you towards the end of your support period to see if you would like to continue with ongoing Client Nutrition Support

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

Monthly Membership: Recipe ebook

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

A high quality lead magnet to build up a valuable email list or to add value to your existing PT packages...

15 recipes presented as an ebook

- Includes:

  3 x drinks, 3 x snacks, 3 x breakfast, 3 x lunch and 3 x dinner recipes
- A mixture of macros
- Calorie and macro breakdowns included on all recipe pages
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures
- My Fitness Barcodes included (optional)

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials
- Your recommended product affiliate links

For more details about how we customise our books, go to page 13

Format

- Supplied as an ebook pdf.

MONTHLY BONUSES:

30 social media recipe cards, supplied as jpegs (Korean Beef and Easy Chicken Skewer examples shown on page 29). **Recipe images** (ingredients and finished dish) supplied on request.

Download our handy guide...

How to Implement your Nutrition Support Content in your PT Business

CLICK HERE

Recipe ebook

$478.00 12 months nutrition support*

$270.00 6 months nutrition support*

FINANCE OPTION: 12 x monthly payments of $56.00

* We do not auto-renew our yearly or bi-annual payments. We will email you towards the end of your support period to see if you would like to continue with ongoing Client Nutrition Support

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

Teaching Tools

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

Educate your clients on important health and fitness related topics. A new topic is covered each month (diet, exercise or lifestyle related) and supplied to you as an ebook

5-10 pages of educational content

- Examples of topics covered:
  - Batch Cooking / Kitchen Preparation
  - Organic Food
  - Cardio
  - Rest and Recovery

Your company branding

- A unique front cover design branded to your company
- Your logo and contact details on every recipe page
- Your welcome page(s), get in touch page and client testimonials
- Your recommended product affiliate links

For more details about how we customize our books, go to page 13

Supplied as an ebook pdf

- A print friendly (high resolution) pdf can also be provided on request, free of charge

Download our handy guide...

How to Implement your Nutrition Support Content in your PT Business

CLICK HERE

Teaching Tools

$325.00 12 months nutrition support*

$205.00 6 months nutrition support*

FINANCE OPTION: 12 x monthly payments of $43.00

* We do not auto-renew our yearly or bi-annual payments. We will email you towards the end of your support period to see if you would like to continue with ongoing Client Nutrition Support

VISIT http://fitprorecipes.co.uk/product-samples TO DOWNLOAD OUR PRODUCT SAMPLES

The Ultimate Bundle

FITPRO RECIPES
SERVE YOUR CLIENTS SUCCESS

Go the extra mile for your clients with our Ultimate Bundle...

Branded Recipe Ebook + **Branded Recipe Videos** + **Branded Teaching Tools**

Recipe Ebook:

15 recipes presented in an ebook design (front cover and welcome pages included). Recipes also supplied as e-cards (jpegs and/or pdfs), on request. See page 30 for more info.

My Fitness Pal barcodes included (optional)

MONTHLY BONUSES:
30 social media recipe cards, supplied as jpegs (See examples shown on page 29). **Recipe images** (ingredients and finished dish) supplied on request.

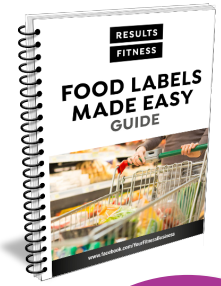
Recipe Videos:

4 x branded videos per month plus an unbranded pdf transcript (recipe method, ingredients & calories, which you can copy and paste into a blog or social media post)

My Fitness Pal barcodes included (optional)

Teaching Tools:

An educational ebook (diet, fitness or lifestyle related). See page 31 for more info.



Download our handy guide...

How to Implement your Nutrition Support Content in your PT Business

CLICK HERE

Ultimate Bundle

$880.00 12 months nutrition support*

$478.00 6 months nutrition support*

FINANCE OPTION: 12 x monthly payments of $86.00

* We do not auto-renew our yearly or bi-annual payments. We will email you towards the end of your support period to see if you would like to continue with ongoing Client Nutrition Support

Client Nutrition Support Programmes

Recipes

The recipes provided under our Client Nutrition Support Programmes are not repeated in any of our other products.

As with our core range of recipe books, if required, we may be able to swap some ingredients and / or recipes and will provide you with full details of any additional fees for this upon request. Please note, the recipes in the Client Nutrition Support Programmes cannot be tailored to a particular nutrition protocol such as Paleo, Low Carb, High Protein. Should this be required, we recommend a Bespoke Book. Please see the Bespoke Book section on page 11 for more details.

Recipes provided in the ebook and e-card formats will comprise of 3 drinks, 3 snacks, 3 breakfasts, 3 lunches and 3 dinners, giving a total of 15 recipes each month.

Recipes provided in the video format will comprise of 4 different meal types each month e.g. 1 snack, 1 drink, 1 lunch, 1 dinner. A minimum of 2 savory video recipes is included each month. An unbranded pdf transcript will be provided with each video.

Upon placing your order, we will send you a payment link and a small checklist of items which we require from you so that we can customize your book / recipe cards / videos.

Teaching Tools

The Teaching Tools educational content is researched and written by consulting scientific studies. The educational content spans 5 or more pages (not including your personalized Welcome Pages).

Recipes may occasionally be included in the Teaching Tools ebook, where appropriate. The recipes will not feature in any other products.

Once we've supplied the ebook to you, we can make small amends if required for no extra charge e.g. rewording of a paragraph of text. Larger changes may also be made e.g. extra information adding to the educational section, however you will need to provide us with all of the additional information to add to the document. Additional fees may be incured, but we will provide a quote upfront.

Set-up fees

There are no set-up fees for our Client Nutrition Support Programmes

Cancellation

Bi-annual or yearly payment: Once your 6th or 12th month of content has been supplied to you, we will email you to ask if you would like to continue with ongoing support. Should you no longer wish to continue, please email us to confirm.

Monthly finance payment: Please email us when you wish to cancel. We ask for 30 days notice. Once that 30 day period is complete, we will cancel your payment.

Changes to Client Nutrition Support Programme content after approval

We can make changes to your content upon request, as follows:

- Changes to your Welcome Page information (recipe ebook or teaching tools) can be applied at any time without charge. Simply provide us with the relevant copy (which must comply with our Intellectual Property and Marketing Restrictions) and we'll arrange this for you. Turnaround for updates is 3-7 working days.

  Please see the Product Content – Rights and Restrictions on Use section on page 38 for more details

- Changes to any previous month's content (such as updating your logo) can be carried out on request. An additional fee will apply – please ask us for more details.

Editing our products

We cannot provide editable files of any of our products.

Product formats

Videos are supplied as MP4 files. These are large files and it is therefore not possible for us to send them to you by email. Instead, we share the files with you each month using Google Drive (or We Transfer if preferred).

We recommend you store your videos securely on a fully backed-up system.

Our educational teaching tools products and recipe ebooks / ecards are supplied in the following formats:

- High resolution pdfs suitable for digital use only. e.g. as a download from your website.

  Where possible, the files are supplied under 10MB in size, so you can email them to clients if required.

- Print friendly pdfs (on request). Pdfs are saved down at maximum resolution. Bleed is also added.

Video storage

It is your responsibility to store the content on a safe storage device. We cannot be held responsible for loss of data and we may make a charge for replacing them. In any event, please note that whilst we will store a copy of all videos for 6 months from the date of issue, they will then be erased in order to minimize our storage space. Once these videos have been deleted from our server, an additional fee will be charged, should you need us to resupply any video(s) to you.

Product Pricing & Payment

All prices for products are listed in this Product Brochure. The prices shown are one off payments with no hidden extras or retainer fees, except for our Client Nutrition Support Programmes (see pages 28-32), which are available through a yearly or bi-annual payment or a monthly finance option.

All payments must be paid in UK Sterling. We accept the following payment methods: Mastercard, Visa, Maestro, JCB. We can accept payments through World Pay, Paypal and direct Bank Transfer (from UK only).

Product Discounts

Discounts of up to 20% (ask us for details) are available for repeat orders, bulk orders (where two or more products are purchased at one time) or to members of some PT business / mentoring groups such as PT Distinction. Please email **naomi@fitprorecipes.co.uk** for more information.

Printed books

Printed books are not included in any of the prices shown in this Product Brochure. Please see the Printing Section on page 14 for more information on getting your product printed.

Recommended Resale Prices

(These are guide prices only)

Essentials Flagship:
$13.00 – $20.00 (ebook)
$20.00 –$26.00 (hard copy)

Something for Everyone:
$13.00 – $20.00 (ebook)
$20.00 – $26.00 (hard copy)

Vegan Recipe Book:
$13.00 – $20.00 (ebook)
$20.00 – $26.00 (hard copy)

Healthy Weekend Recipe Book:
$13.00 – $20.00 (ebook)
$20.00 – $26.00 (hard copy)

Smoothie Recipe Book:
$10.00 – $16.00 (ebook)
$13.00 – $20.00 (hard copy)

21 Recipe Book:
$5.00 – $9.00 (ebook)
$6.00 – $10.00 (hard copy)

21 / 28 day Meal Plan:
$13.00 – $20.00 (ebook)
$20.00 – $26.00 (hard copy)

7 day Meal Plan:
$10.00 – $16.00 (ebook)
$13.00 – $20.00 (hard copy)

Nutrition Essentials guide:
$6.00 – $10.00 (ebook)
$9.00 -$13.00 (hard copy)

Supplement Guide:
$5.00 – $9.00 (ebook)
$6.00 – $10.00 (hard copy)

Mindset Guide:
$5.00 – $9.00 (ebook)
$6.00 – $10.00 (hard copy)

Recipe Ebook:
(Client Nutrition Support Programme)
$5.00 – $9.00 (ebook)
$6.00 – $10.00 (hard copy)

The Ordering Process

A detailed description of each of our products can be viewed in this Product Brochure. Samples can also be viewed by clicking the sample link on many of the pages within this brochure.

Please note: Some of the downloadable samples provided in the sample link may be truncated i.e. have some of the pages removed. A full sample of any of our books may be provided on request.

Email **naomi@fitprorecipes.co.uk** if there is anything you need to ask or if you are ready to place an order.

Should you require any significant changes to be made to your book, for example recipe swaps, ingredient swaps, then you must tell us before placing your order, as additional fees may apply. Please view the Swapping Recipes section on page 13 for more details.

Changes to page layout design

Should you require any changes to be made to the design or layout of pages within any of our recipe books, then please tell us before placing your order, as additional fees may apply.

Turnaround Times

The turnaround times listed below commence upon receipt of full payment and your business information (logos, contact details, client testimonials, welcome page info etc).

Although rare, occasionally we may experience delays which are out of our control. Should your order be delayed for any reason, we will notify you as soon as possible, but our estimated turnaround times are as follows.

- Recipe ebooks: 3-6 business days
- Meal plan ebooks: 3-6 business days
- Educational ebooks: 3-6 business days
- Client Nutrition Support Programmes: 3-6 business days (month 1). From month 2 onwards, all content will be sent to you on the 7th of each month.

Ready to order?

Once you have made a final decision and are ready to order, please email **naomi@fitprorecipes.co.uk**. We will provide a final quote, a payment link and a small checklist of items which we will require from you so that we can customize your book.

Once full payment and the items on the checklist have been received, your order will be confirmed and we will start work. We'll also send you a receipted invoice.

Product Content –
Rights and Restrictions on Use

Of course, when we supply you with a book, the intention is that you will use these in your business. However, you will also understand that those contents that we have provided represent the culmination of our hard work and are very valuable to us. We also understand that we have certain obligations in respect of any content that you supply for inclusion in the products we supply to you. The limitations on how we can each use and share each other's intellectual property is therefore explained below:

1. The text, graphics, photographs and other content that you supply to us (referred to below as "Your content")

   You must ensure that we have the right to edit (where necessary), share with our sub-contractors, reproduce and publish Your Content to the extent necessary to produce and publish the versions of our products that we sell exclusively to you. (This is your responsibility – so please ensure that, where you do not own the copyright in any of Your Content, you have the owner's permission for it to be included in the products we sell to you.) We will not claim any other rights to disclose Your Content to any third party or to use it for any other purpose.

2. Graphics and other content produced specifically for you (referred to below as "Bespoke Content")

   Upon final payment of all sums due to us, Bespoke Content will become part of Your Content and we will have no further rights to it.

3. The content of the products we sell to you which is not Your Content (referred to below as "Our Content")

Our Content is either owned or licensed to us. This includes our recipes, recipe titles, logos, photographs, text, videos, branding, forms etc. You only have permission to use Our Content as follows:

a. Books (hard-copy and pdfs) and videos may be resold to your clients. You may not, however, rebrand or edit or amend them in any way prior to resale. Neither may you use any of Our Content to create other products with the intention of supplying or using them for commercial gain. Further, you must not authorize anyone else to do any of these things.

b. Your rights to use Our Content are personal to you and cannot be transferred to anyone else without our written consent. This may involve the payment of an additional fee to us.

Additional Terms & Conditions

Any order you place with us will be exclusively subject to the terms of this document which, together with our quote represent the only terms upon which we will provide you with the products ordered.

No waiver of any of our rights will be binding unless that waiver is given in writing.

These Terms and Conditions will be interpreted in accordance with English Law and disputes arising out of them will be exclusively subject to the jurisdiction of the English Courts.

SERVE YOUR CLIENTS SUCCESS

www.fitprorecipes.co.uk