

Product Brochure

Helping Your PT Clients Fall in Love with Healthy Eating



Contents



Coronation Special Offer 4

Branded Recipe Books

The Essentials Flagship Recipe Book	6
'Look. Learn. Cook!' 100 Video Recipe Book	8
'Something for Everyone' Recipe Book	10
Healthy Vegan Recipe Book	12
Healthy Weekend Recipe Book	14
Smoothies Recipe Book	16
21 Recipe Book	18

Branded Recipe Books

Bespoke Branded Recipe Books 19

Meal Plans

21 & 28 Day Meal Plan	24
7 Day Meal Plans (5 calorie targets)	26
7 Day Meal Plan (3 calorie targets)	28
7 Day Vegan Meal plan	29

Educational Products

Nutrition Essentials	31
Motivation Guide	32
Mindset Guide	33
Supplement Guide	34

Welcome...



...to the Fitpro Recipes product range.

Every good Personal Trainer knows the importance of nutrition when it comes to getting results with clients.

Since 2012, we've helped 1000's of personal trainers and nutrition coaches cater for their client base by providing recipes, meal plans and educational products.

Our branded Done-For-You products will save you time, energy and expense, so you can focus on doing more of the things you love.



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!"

Coronation Special Offer

Ultimate Bundle Membership



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

Branded Recipe Ebook & Ecards



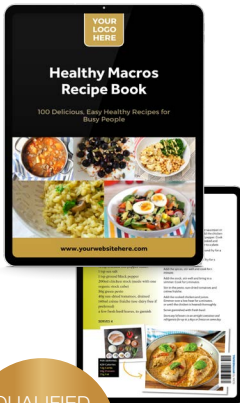
Branded Teaching Tools



Branded Recipe Videos + Reels

Branded Recipe Ebook and Ecards:

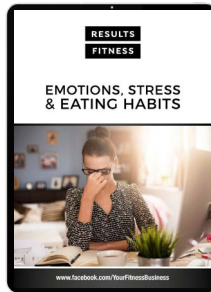
Check out pages 3-4 for full details of what's included.



QUALIFIED NUTRITIONIST APPROVED RECIPES

Teaching Tools:

An educational ebook (diet, fitness or lifestyle related). Check out page 6 for full details of what's included.

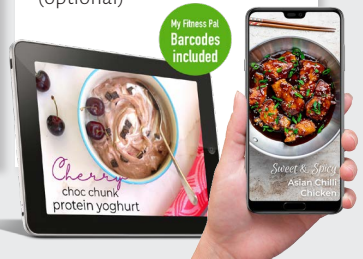


X 30 SOCIAL MEDIA IMAGES P/MTH

Branded Recipe Videos & Instagram Reels:

4 x branded videos per month plus 4 Instagram recipe reels. Each recipe also comes with unbranded Word doc containing the recipe method, ingredients & calories – copy and paste into a blog or social media post.

My Fitness Pal barcodes included with the videos (optional)



>> **VIEW SAMPLES** <<

Pay Yearly and Save 25%

12 months Nutrition Support: **£623.00**
A 25% saving

BUY NOW

Buy now. Pay later. No fees. **Klarna.**

Klarna Buy Now Pay Later available on request

We never auto-renew our Yearly payments.



Branded Recipe Books

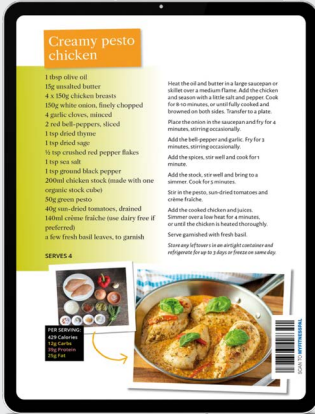
Available in Ebook and Hard Copy Formats

Essentials Flagship

recipe book



Our biggest and best-selling 100 recipe ebook. Over 100 healthy, delicious and easy recipes!



**BESPOKE
BRANDED
FRONT COVER
DESIGN**

Contains 100 tasty fatloss recipes

- Drinks, snacks, breakfasts, lunches and dinners
- Calorie and macro breakdowns included
- My Fitness Pal Barcodes (optional)
- Recipes fully photographed with ingredients image and finished dish

**>> VIEW EBOOK
SAMPLES <<**

Also Included:

Ingredients education:

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

Hormone education:

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

Carb-cycling guidance:

We've highlighted some **lower carb** and **higher carb** recipes to help you eat right around training and rest days

About The Recipes:

Qualified Nutritionist Approved recipes.

A good mixture of meat, vegetarian, plant-based and pescetarian dishes.

Plenty of lower carb, moderate carb and higher carb recipes included.

Protein-rich recipes.

A mixture of single serve and multiple serve / batch cook recipes.

Minimally processed.

Gluten-free, wheat free and dairy free alternative ingredients included.



Your Branding:

Unique front cover design.

Your logo and business info included on every page.

Welcome pages (pre-written pages available), Get in touch page and Client testimonials.

For more details about how we customise our books, go to page 34

**CONTINUED
ON NEXT PAGE**

Essentials Flagship

recipe book



Here's what's included in this package:

**Branded Recipe
Digital Ebook**



**1 x Hard Copy
Recipe Book**



**Promo Launch
Pack**



Digital Ebook Format:

We will supply your branded recipe book as a high quality **digital ebook pdf**.

On request, we can also provide each recipe page as an individual ecard (jpeg)

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times.

No hidden fees or renewal fees.

Hard Copy Format:

We will also post 1 x high quality **coil-bound printed book** to your door. This is a great tool to use to showcase your recipe book to prospects; encourage sales of your recipe book; and help on-board new clients.

Should you wish to order additional printed recipe books, we can obtain a no-obligation quote from a trusted print company.

Promo Launch Pack:

- A mini teaser recipe ebook
- 3D recipe book graphic (png)
- A selection of royalty free recipe images
- Pre-written scripts (email, social media)
- Video training: How to run a pre-launch campaign; How to set up payment link
- Post scheduler

£265.00

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times

Klarna Buy Now Pay Later available.

Buy now.
Pay later.
No fees. **Klarna.**

GUIDELINE RESALE PRICES

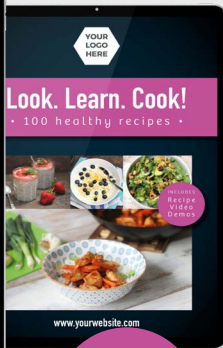
EBOOK: **£10-18**
PRINTED BOOK:
£15-25

Look. Learn. Cook!

video recipe book



Everything your clients need to succeed!



**BESPOKE
BRANDED
FRONT COVER
DESIGN**

Contains 100 tasty fatloss recipes

- Drinks, snacks, breakfasts, lunches and dinners
- Calorie and macro breakdowns included
- My Fitness Pal Barcodes (optional)
- Recipes fully photographed with ingredients image and finished dish
- A hyperlink to a recipe demo on every recipe page

Also Included:

Ingredients education:

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

Hormone education:

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



About The Recipes:

Qualified Nutritionist Approved recipes.

A good mixture of meat, vegetarian, plant-based, and pescetarian dishes.

Plenty of lower carb, moderate carb and higher carb recipes included.

Protein-rich recipes.

A mixture of single serve and multiple serve / batch cook recipes.

Minimally processed.

Gluten-free, wheat free and dairy free alternative ingredients included.

LINK TO RECIPE DEMO VIDEO



Your Branding:

Unique front cover design.

Your logo and business info included on every page.

Welcome pages (pre-written pages available), Get in touch page and Client testimonials.

For more details about how we customise our books, go to page 34

**CONTINUED
ON NEXT PAGE**

Look. Learn. Cook!

video recipe book



Here's what's included in this package:

**Branded Recipe
Digital Ebook**



**1 x Hard Copy
Recipe Book**



**Promo Launch
Pack**



Digital Ebook Format:

We will supply your branded recipe book as a high quality **digital ebook pdf**.

On request, we can also provide each recipe page as an individual ecard (jpeg)

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times.

No hidden fees or renewal fees.

Hard Copy Format:

We will also post 1 x high quality **coil-bound printed book** to your door. This is a great tool to use to showcase your recipe book to prospects; encourage sales of your recipe book; and help on-board new clients.

Should you wish to order additional printed recipe books, we can obtain a no-obligation quote from a trusted print company.

Promo Launch Pack:

- A mini teaser recipe ebook
- 3D recipe book graphic (png)
- A selection of royalty free recipe images
- Pre-written scripts (email, social media)
- Video training: How to run a pre-launch campaign; How to set up payment link
- Post scheduler

£265.00

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times

Klarna Buy Now Pay Later available.

Buy now. Pay later. No fees. Klarna.

GUIDELINE RESALE PRICES

EBOOK: **£10-18**
PRINTED BOOK: **£15-25**

**>> VIEW EBOOK
SAMPLES <<**

'Something for Everyone'

recipe book



100 plant-based, vegetarian, pescatarian and meat dishes - a recipe book to help you cater for a variety of clients!



Contains 100 tasty fatloss recipes

- Drinks, snacks, breakfasts, lunches and dinners
- Calorie and macro breakdowns included
- My Fitness Pal Barcodes (optional)
- Recipes fully photographed with ingredients image and finished dish

**BESPOKE
BRANDED
FRONT
COVER
DESIGN**

Also Included:

Ingredients education:

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

Hormone education:

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



About The Recipes:

Qualified Nutritionist Approved recipes.

A good mixture of meat, vegetarian, plant-based, and pescatarian dishes.

Plenty of lower carb, moderate carb and higher carb recipes included.

Protein-rich recipes.

A mixture of single serve and multiple serve / batch cook recipes.

Minimally processed.

Gluten-free, wheat free and dairy free alternative ingredients included.



Your Branding:

Unique front cover design.

Your logo and business info included on every page.

Welcome pages (pre-written pages available), Get in touch page and Client testimonials.

For more details about how we customise our books, go to page 34

**CONTINUED
ON NEXT PAGE**

'Something for Everyone'

recipe book



Here's what's included in this package:

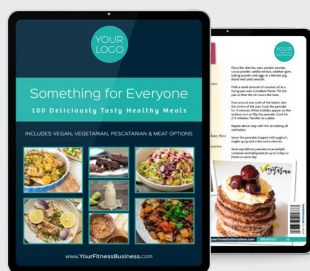
**Branded Recipe
Digital Ebook**



**1 x Hard Copy
Recipe Book**



**Promo Launch
Pack**



Digital Ebook Format:

We will supply your branded recipe book as a high quality **digital ebook pdf**.

On request, we can also provide each recipe page as an individual ecard (jpeg)

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times.

No hidden fees or renewal fees.

Hard Copy Format:

We will also post 1 x high quality **coil-bound printed book** to your door. This is a great tool to use to showcase your recipe book to prospects; encourage sales of your recipe book; and help on-board new clients.

Should you wish to order additional printed recipe books, we can obtain a no-obligation quote from a trusted print company.

Promo Launch Pack:

- A mini teaser recipe ebook
- 3D recipe book graphic (png)
- A selection of royalty free recipe images
- Pre-written scripts (email, social media)
- Video training: How to run a pre-launch campaign; How to set up payment link
- Post scheduler

£265.00

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times

Klarna Buy Now Pay Later available.

Buy now.
Pay later.
No fees. **Klarna.**

GUIDELINE RESALE PRICES

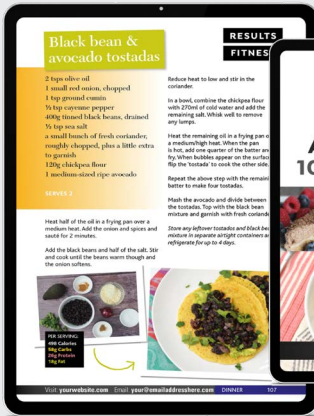
EBOOK: **£10-18**
PRINTED BOOK:
£15-25

**>> VIEW EBOOK
SAMPLES <<**

Healthy Vegan recipe book



100 healthy, delicious and easy to make vegan & plant-based recipes



**BESPOKE
BRANDED
FRONT COVER
DESIGN**



Also Included:

Education on some of the ingredients which are used in the recipes. eg. tahini, seeds and nutritional yeast.

Education on the importance of protein.

Recommended supplementation to support a plant-based diet, including vitamin B12, essential fatty acid, calcium, vitamin D, iron, and zinc.

About The Recipes:

Qualified Nutritionist Approved recipes.

A good mixture of vegan and plant-based, dishes.

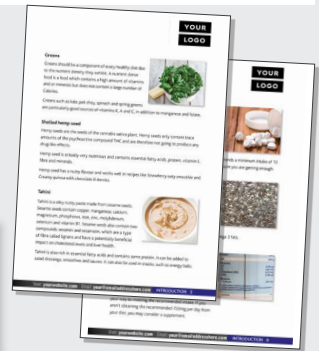
A mixture of single serve and multiple serve / batch cook recipes.

A focus on minimally processed ingredients, plant-based protein sources and whole foods.

Gluten-free and wheat free alternative ingredients included.

Contains 100 healthy recipes

- Drinks, snacks, breakfasts, lunches and dinners
- Calorie and macro breakdowns included
- My Fitness Pal Barcodes (optional)
- Recipes fully photographed with ingredients image and finished dish
- A good variety of plant-based protein sources and whole foods



Your Branding:

Unique front cover design.

Your logo and business info included on every page.

Welcome pages (pre-written pages available), Get in touch page and Client testimonials.

For more details about how we customise our books, go to page 34

**CONTINUED
ON NEXT PAGE**

Healthy Vegan recipe book



Here's what's included in this package:

**Branded Recipe
Digital Ebook**



**1 x Hard Copy
Recipe Book**



**Promo Launch
Pack**



Digital Ebook Format:

We will supply your branded recipe book as a high quality **digital ebook pdf**.

On request, we can also provide each recipe page as an individual ecard (jpeg)

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times.

No hidden fees or renewal fees.

Hard Copy Format:

We will also post 1 x high quality **coil-bound printed book** to your door. This is a great tool to use to showcase your recipe book to prospects; encourage sales of your recipe book; and help on-board new clients.

Should you wish to order additional printed recipe books, we can obtain a no-obligation quote from a trusted print company.

Promo Launch Pack:

- A mini teaser recipe ebook
- 3D recipe book graphic (png)
- A selection of royalty free recipe images
- Pre-written scripts (email, social media)
- Video training: How to run a pre-launch campaign; How to set up payment link
- Post scheduler

[>> VIEW EBOOK SAMPLES <<](#)

£265.00

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times

Klarna Buy Now Pay Later available.

Buy now.
Pay later.
No fees. **Klarna.**

GUIDELINE RESALE PRICES

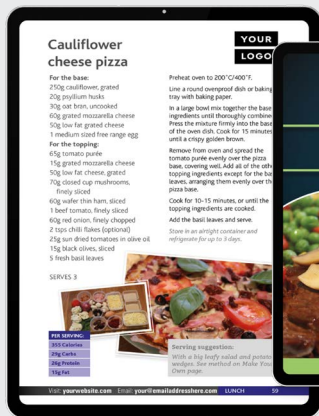
EBOOK: **£10-18**
PRINTED BOOK:
£15-25

Healthy Weekend

recipe book



Indulgent recipes made healthy! Pizzas, takeaways, cheesecake...



**BESPOKE
BRANDED
FRONT COVER
DESIGN**

Contains 85 healthy recipes

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

**>> VIEW EBOOK
SAMPLES <<**

Also Included:

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.



About The Recipes:

Qualified Nutritionist
Approved recipes.

A good mixture of meat, vegetarian, plant-based, and pescetarian dishes.

Plenty of lower carb, moderate carb and higher carb recipes included.

Protein-rich recipes.

Minimally processed.

Gluten-free, wheat free and dairy free alternative ingredients included.



Your Branding:

Unique front cover design.

Your logo and business info included on every page.

Welcome pages (pre-written pages available), Get in touch page and Client testimonials.

For more details about how we customise our books, go to page 34

**CONTINUED
ON NEXT PAGE**

Healthy Weekend recipe book



Here's what's included in this package:

**Branded Recipe
Digital Ebook**



**1 x Hard Copy
Recipe Book**



**Promo Launch
Pack**



Digital Ebook Format:

We will supply your branded recipe book as a high quality **digital ebook pdf**.

On request, we can also provide each recipe page as an individual ecard (jpeg)

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times.

No hidden fees or renewal fees.

Hard Copy Format:

We will also post 1 x high quality **coil-bound printed book** to your door. This is a great tool to use to showcase your recipe book to prospects; encourage sales of your recipe book; and help on-board new clients.

Should you wish to order additional printed recipe books, we can obtain a no-obligation quote from a trusted print company.

Promo Launch Pack:

- A mini teaser recipe ebook
- 3D recipe book graphic (png)
- A selection of royalty free recipe images
- Pre-written scripts (email, social media)
- Video training: How to run a pre-launch campaign; How to set up payment link
- Post scheduler

£215.00

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times

Klarna Buy Now Pay Later available.

Buy now.
Pay later.
No fees. **Klarna.**

GUIDELINE RESALE PRICES

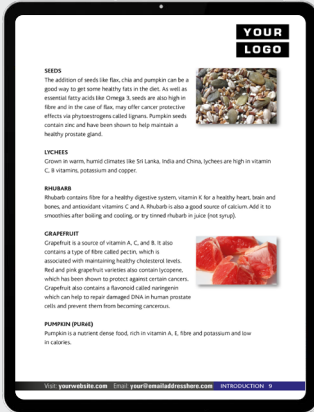
EBOOK: **£10-18**
PRINTED BOOK:
£15-25

Smoothie

Recipe Book



A quick and easy way to pack in great nutrition



Contains 60 tasty fatloss recipes

- Calorie and macro breakdowns included on all recipe pages
- My Fitness Pal Barcodes (optional)
- Recipes fully photographed with before (ingredients) and after (finished recipe) pictures

>> VIEW EBOOK SAMPLES <<

BESPOKE BRANDED FRONT COVER DESIGN



Also Included:

Ingredients education:

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



About The Recipes:

Qualified Nutritionist Approved recipes.

A mixture of protein-rich, fruit and veg based, treat, low calorie and energy dense smoothies

Minimally processed.

Gluten-free, wheat free and dairy free alternative ingredients included.

Your Branding:

Unique front cover design.

Your logo and business info included on every page.

Welcome pages (pre-written pages available), Get in touch page and Client testimonials.

For more details about how we customise our books, go to page 34

CONTINUED ON NEXT PAGE

Smoothie Recipe Book



Here's what's included in this package:

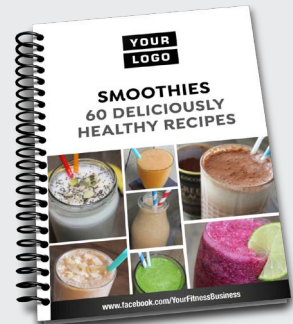
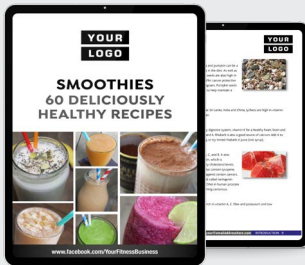
**Branded Recipe
Digital Ebook**



**1 x Hard Copy
Recipe Book**



**Promo Launch
Pack**



Digital Ebook Format:

We will supply your branded recipe book as a high quality **digital ebook pdf**.

On request, we can also provide each recipe page as an individual ecard (jpeg)

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times.

No hidden fees or renewal fees.

Hard Copy Format:

We will also post 1 x high quality **coil-bound printed book** to your door. This is a great tool to use to showcase your recipe book to prospects; encourage sales of your recipe book; and help on-board new clients.

Should you wish to order additional printed recipe books, we can obtain a no-obligation quote from a trusted print company.

Promo Launch Pack:

- A mini teaser recipe ebook
- 3D recipe book graphic (png)
- A selection of royalty free recipe images
- Pre-written scripts (email, social media)
- Video training: How to run a pre-launch campaign; How to set up payment link
- Post scheduler

£175.00

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times

GUIDELINE RESALE PRICES

EBOOK: **£10-15**
PRINTED BOOK: **£12-18**

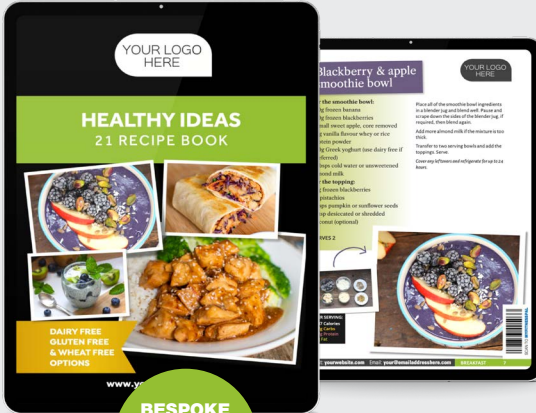
Buy now.
Pay later.
No fees.

Klarna.

21 Recipe Book



30% discount on a mini recipe book. Use as a lead magnet to grow your email list, or as a teaser / upsell to a larger product.



**BESPOKE
BRANDED
FRONT COVER
DESIGN**

Digital Ebook Format:

We will supply your branded recipe book as a high quality **digital ebook pdf**.

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times.

No hidden fees or renewal fees apply.

Hard Copy Format:

We can supply you with a high quality **coil-bound printed book** for a one-time payment of £7.00.

This is a great tool to use encourage sales of a larger recipe book; and even to help on-board new clients. Should you wish to order multiple printed recipe books, we can also assist.

Your Branding:

Unique front cover design.
Your logo and business info included on every page.

Contains 21 tasty fatloss recipes

- Drinks, snacks, breakfasts, lunches and dinners
- Calorie and macro breakdowns included
- My Fitness Pal Barcodes (optional)
- Recipes fully photographed with ingredients image and finished dish
- Gluten-free, wheat free and dairy free alternative ingredients included
- Qualified Nutritionist Approved recipes

The following ebooks are available in this range...

- Every day fat loss
- High protein
- Low carb
- High protein/ Low carb
- Vegan
- Vegetarian
- Paleo/primal
- Smoothies



How to Use: (just a few ideas)

- Lead Magnet
- Teaser / Up-Sell
- Free Gift

**>>> VIEW EBOOK
SAMPLES <<<**

£39.00 includes 30% discount

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times



FITPRO
RECIPES

**CHOOSE
YOUR
PREFERRED
STYLE, FONTS,
COLOURS AND
PAGE SHAPE!**



SALMON & QUINOA BOWL



www.facebook.com/yourbusinessname



INGREDIENTS

for the quinoa bowl:
50g quinoa (uncooked weight)
1 egg
60g smoked salmon, chopped
1/2 small ripe avocados, sliced
a small handful of fresh spinach,
chopped
5 cherry tomatoes, halved
1 tsp sunflower seeds
for the dressing:
2tbsp Greek yoghurt (use dairy free
if preferred)
juice of 1/2 lemon
1/2 tsp Dijon mustard
1 sprig of fresh dill, finely chopped

SERVES 1

462 Calories | 33g Carbs
35g Protein | 22g Fat

METHOD

Place the quinoa in a pan of boiling water and cook according to the packet instructions.

Drain well and transfer to a serving bowl.

Meanwhile, place the egg in a small saucepan of boiling water and cook for 7 minutes.

Remove from the pan with a slotted spoon. Immerse in cold water for 1-2 minutes, then peel and slice.

Add the spinach, tomatoes, egg, salmon and avocado to the serving bowl.

Mix the dressing ingredients in a bowl and spoon half onto the salmon.

Sprinkle the sunflower seeds over the top and serve.

Store any remaining salad and dressing in separate airtight containers and refrigerate for up to 2 days.

**“YOUR VERY OWN
GRAPHIC DESIGNER
AT THE FRACTION
OF THE COST”**

Bespoke Branded Recipe Books

Available in Ebook and Hard Copy Formats

Bespoke Branded recipe books



One of our most popular products. A recipe book tailored 100% to your requirements...



SALMON & QUINOA BOWL



www.facebook.com/yourbusinessname



INGREDIENTS

for the quinoa bowl:
50g quinoa (uncooked weight)
1 egg
60g smoked salmon, chopped
1/2 small ripe avocado, sliced
a small handful of fresh spinach, chopped
1/2 cherry tomatoes, halved
1 tsp sunflower seeds

for the dressing:
20g Greek yoghurt (use dairy free if preferred)
juice of 1/2 lemon
1/2 tsp Dijon mustard
1 sprig of fresh dill, finely chopped

SERVES 1

462 Calories | 33g Carbs
33g Protein | 22g Fat

METHOD

Place the quinoa in a pan of boiling water and cook according to the packet instructions. Drain well and transfer to a serving bowl. Meanwhile, place the egg in a small saucepan of boiling water and cook for 7 minutes. Remove from the pan with a slotted spoon, immerse in cold water for 1-2 minutes, then peel and slice. Add the spinach, tomatoes, egg, salmon and avocado to the serving bowl. Mix the dressing ingredients in a bowl and spoon half onto the salmon. Sprinkle the sunflower seeds over the top and serve. Store any remaining salad and dressing in separate airtight containers and refrigerate for up to 2 days.

CHOOSE YOUR PREFERRED STYLE, FONTS, COLOURS AND PAGE SHAPE!

"YOUR VERY OWN GRAPHIC DESIGNER AT THE FRACTION OF THE COST"

What You Get...

A recipe book which is 100% tailored to your exact requirements...

- Your choice of recipes
- Your own bespoke page layout and style (choose your preferred fonts, colours, page shape etc)

We will endeavour to accommodate any request.

Our design team will work alongside you to create your perfect recipe book!

Some Popular Examples of Bespoke Book Compilations...

- Fakeaways/weekend indulgence
- Protein-rich breakfasts
- Meals in 30 minutes or less
- Low sugar meals and treats
- Pre / post menopause
- Pregnancy
- Minimal ingredients
- Paleo/primal

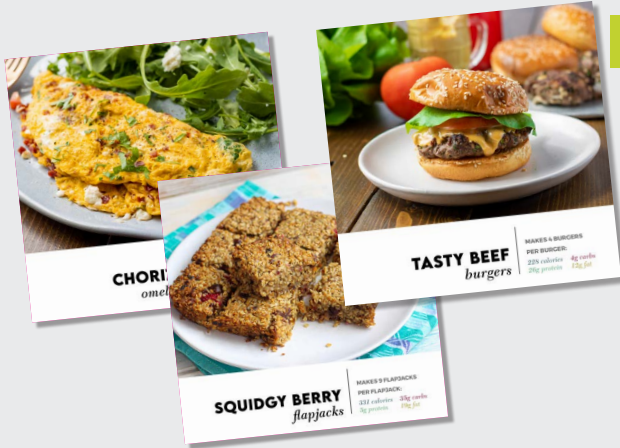
Protein-rich **Vegetarian** Carb Cycling
Low Carb **Paleo / Primal**

CONTINUED ON NEXT PAGE

Bespoke Branded recipe books



Here's how it works...



STEP 1

Choose your favourite recipes from a selection of samples which match your criteria

- Drinks, snacks / treats, breakfasts, lunches and dinners available
- Calorie and macro breakdowns included on all recipe pages
- My Fitness Pal Barcodes (optional)
- Each recipe is supplied with high quality photographs

**CONTACT US
FOR SAMPLES**

STEP 2

Send us your info...

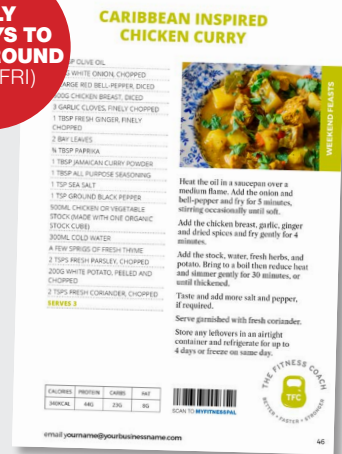
- Logo file(s)
- Text and images for welcome pages (or choose our pre-written pages)
- Client testimonials (text/ images)
- Contact info - eg website, email, social media pages
- Your preferred style (fonts, colours etc). You can also send us any reference images for inspiration if required

STEP 3

Over to us...

- Our design team will compile your recipe book
- We will also create several page design layouts, which we will email to you for your feedback
- Up to 3 page design layout revisions included free of charge (this is usually plenty)
- Once you are happy with everything, we'll send you a final digital pdf (ebook)

**ONLY
5-8 DAYS TO
TURNAROUND
(MON-FRI)**



**CONTINUED
ON NEXT PAGE**

Bespoke Branded recipe books



Your Branding:

We will create a unique front cover design. Your logo and business info will be included on every page.

Welcome pages (pre-written pages available), Get in touch page and Client testimonials.

For more details about how we customise our books, go to page 34

Digital Ebook Format:

We will supply your branded recipe book as a high quality digital ebook pdf.

On request, we can also provide each recipe page as an **individual ecard (jpeg or pdf)** - at no extra cost.

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times. No set up fees apply.

Hard Copy Format:

In addition to your ebook, we can send a high quality **coil-bound printed book** to your door for a one-time payment of £10.00.

This is a great tool to use to showcase your recipe book to prospects; encourage sales of your recipe book; and help on-board new clients.

Should you wish to order multiple printed recipe books, just let us know.

Promo Launch Pack:

(Included free with any order of 50 or more recipes)

- A mini teaser recipe ebook
- 3D recipe book image (png)
- A selection of royalty free recipe images
- Pre-written scripts (email, social media)
- Video training: How to run a pre-launch campaign
- Post scheduler

1-49 recipes: £3.25 per recipe
50+ recipes: £2.25 per recipe

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times

Klarna Buy Now Pay Later available.

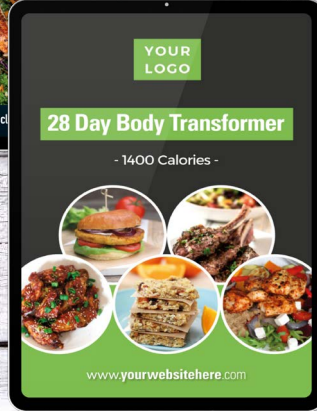
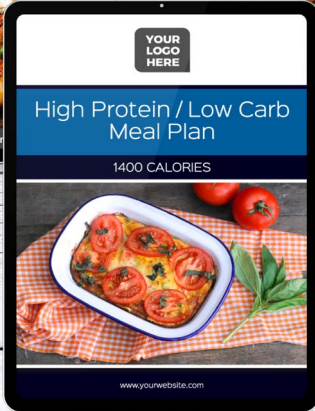
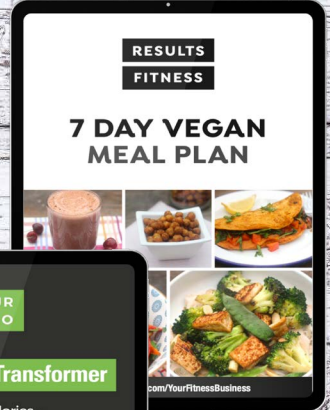
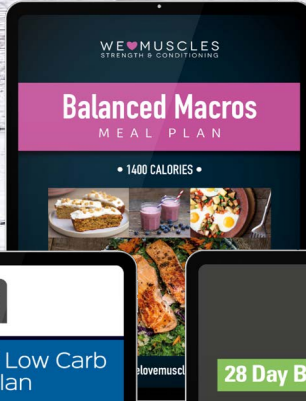
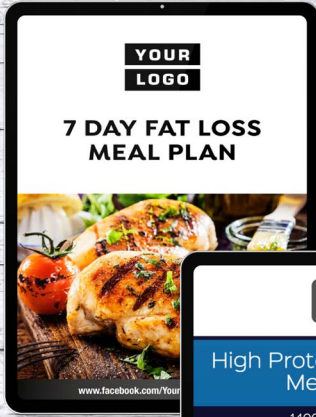


Guideline Resale Prices*

Ebook: **£10-18**

Printed Book: **£15-25**

* Resale prices based on a book containing 70-100 recipes



Meal Plans

7 / 21 / 28 Day

Available in Ebook and Hard Copy Formats

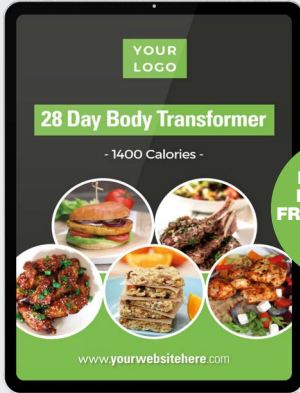
21 & 28 Day Meal Plans

(includes 7 calorie targets)



FITPRO
RECIPES

Our biggest and best-selling meal plans contain...



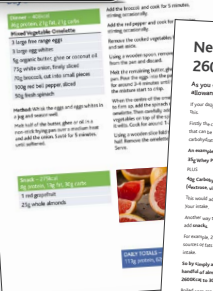
**BESPOKE
BRANDED
FRONT COVER
DESIGN**

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
- Due to the size of this product, finished dish images are only shown on a selection of pages.
- Weekly shopping lists included.
- ✗ My Fitness Pal barcodes are not included

**>> VIEW EBOOK
SAMPLES <<**

**INCLUDES
7 X DAILY
CALORIE
TARGETS**



Need more than 2600 calories a day?

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.

Given my requirements, the above has been found to be an optimal weight which you can achieve.

As you will see in the meal plans, 2600 Kcal is the daily calorie allowance in this meal plan.



About The Meals:

Qualified Nutritionist
Approved meals.

Fat Loss Friendly - Ideal for
Gen Pop clients.

Balanced macros.

A focus on minimally
processed ingredients.

Gluten-free, wheat free
and dairy free alternative
ingredients included.

7 x Calorie Targets...

The meal plans are supplied
as 7 individual ebooks, one
for each calorie target: 1400 /
1600 / 1800 / 2000 / 2200
2400 / 2600 calories.

Includes guidance on how to
easily increase and decrease
daily calories (see image
above)

Your Branding:

Unique front cover design.

Your logo and business info
included on every page.

Welcome pages (pre-written
pages available), Get in touch
page and Client testimonials.

For more details about
how we customise our books,
go to page 34

**CONTINUED
ON NEXT PAGE**

21 & 28 Day Meal Plans

(includes 7 calorie targets)



Here's what's included in this package:

7 Branded Meal Plan
Digital Ebook Pdfs



1 x Hard Copy (printed)
Meal Plan



Digital Ebook Format:

We will supply your branded meal plan as 7 high quality **digital ebook pdfs**, one for each calorie target...

1400 / 1600 / 1800 / 2000 / 2200 2400 / 2600 calories.

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times.

No hidden fees or renewal fees.

Hard Copy Format:

In addition to your ebook, we will also post 1 x high quality **coil-bound printed book** to your door. This is a great tool to use to showcase your meal plan or nutrition services to prospects and encourage sales of your meal plan. You can choose which calorie target you'd like to have printed.

Should you wish to order additional printed books, we can obtain a no-obligation quote from a trusted print company.

28 day meal plan: £230.00 21 day meal plan: **£185.00**

(one-time payments with no hidden fees)

**Includes a lifetime license to sell/share your ebooks
an unlimited number of times**

Klarna Buy Now Pay Later available.



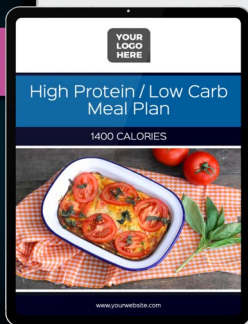
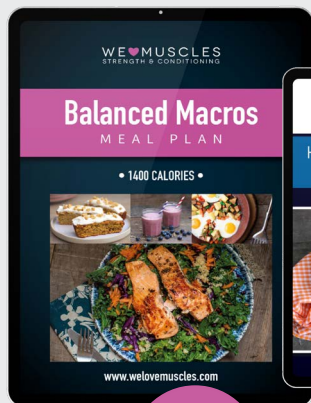
**GUIDELINE
RESALE PRICES**
EBOOK: **£10-18**
PRINTED BOOK:
£15-25

7 Day Meal Plans

(includes 5 calorie targets)



Help your clients stay right on track with one of our 7 day meal plans



A variety of easy to make meals

- Includes snacks, breakfasts, lunches and dinners
- Calorie and macro breakdowns included with each meal, plus daily totals
- My Fitness Pal Barcodes (optional)
- Recipe images on every page
- Sample shopping list included

>> VIEW EBOOK SAMPLES <<

BESPOKE BRANDED FRONT COVER DESIGN

EACH MEAL PLAN INCLUDES 5 X DAILY CALORIE TARGETS

CHOOSE FROM 3 MEAL PLANS...
BALANCED MACROS
PROTEIN RICH/LOW CARB
VEGETARIAN/VEGAN



About The Meals:

Qualified Nutritionist
 Approved meals.

Fat Loss Friendly - Ideal for Gen Pop clients.

A focus on minimally processed ingredients.

Gluten-free, wheat free and dairy free alternative ingredients included.

5 x Calorie Targets...

The meal plans are split into 5 individual ebooks, one for each calorie target: 1400 / 1600 / 1800 / 2000 / 2200.

All 5 books are included in the price shown.

Includes guidance on how to easily increase and decrease daily calories.

Your Branding:

Unique front cover design.

Your logo and business info included on every page.

Welcome pages (pre-written pages available), Get in touch page and Client testimonials.

For more details about how we customise our books, go to page 34

CONTINUED ON NEXT PAGE

7 Day Meal Plans

(includes 5 calorie targets)



Here's what's included in this package:

**5 Branded Meal Plan
Digital Ebook Pdfs**



**1 x Hard Copy (printed)
Meal Plan**



Digital Ebook Format:

We will supply your branded meal plan as 5 high quality **digital ebook pdfs**, one for each calorie target...

1400 / 1600 / 1800 / 2000 / 2200 calories.

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times.

No hidden fees or renewal fees.

Hard Copy Format:

In addition to your ebook, we will also post 1 x high quality **coil-bound printed book** to your door. This is a great tool to use to showcase your meal plan or nutrition services to prospects and encourage sales of your meal plan. You can choose which calorie target you'd like to have printed.

Should you wish to order additional printed books, we can obtain a no-obligation quote from a trusted print company.

Choose from 3 Meal Plans...

Balanced Macros; Protein Rich/Low Carb; Vegetarian/Vegan

£155.00 each / **£120.00** each (when you purchase 2+ meal plans)

(one-time payments with no hidden fees)

Includes a lifetime license to sell/share your ebooks an unlimited number of times

Klarna Buy Now Pay Later available.



GUIDELINE RESALE PRICES

EBOOK: **£10-18**
PRINTED BOOK:
£15-25

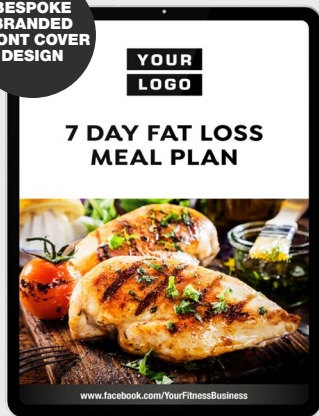
7 Day Meal Plan

(includes 3 calorie targets)



An ideal lead magnet to grow your email list

BESPOKE
BRANDED
FRONT COVER
DESIGN



Day Three

	DIET CALORIE ALLOWANCES		
	1400 calories	1800 calories	2200 calories
Meal 1 (Breakfast)	1 serving	1 serving	1 serving
Meal 2 (Dinner)	1 bar	1 bar	2 bars
Meal 3 (Dinner)	170g	160g	200g
Meal 4 (Dinner)	1 serving	2 servings	3 servings
Meal 5 (Dinner)	1 serving	1 serving	1 serving
Meal 6 (Dinner)	1 serving	1 serving	1 serving
Meal 7 (Dinner)	1 serving	1 serving	1 serving
Meal 8 (Dinner)	1 serving	1 serving	1 serving
Meal 9 (Dinner)	1 serving	1 serving	1 serving
Meal 10 (Dinner)	1 serving	1 serving	1 serving
Meal 11 (Dinner)	1 serving	1 serving	1 serving
Meal 12 (Dinner)	1 serving	1 serving	1 serving
Meal 13 (Dinner)	1 serving	1 serving	1 serving
Meal 14 (Dinner)	1 serving	1 serving	1 serving
Meal 15 (Dinner)	1 serving	1 serving	1 serving
Meal 16 (Dinner)	1 serving	1 serving	1 serving
Meal 17 (Dinner)	1 serving	1 serving	1 serving
Meal 18 (Dinner)	1 serving	1 serving	1 serving
Meal 19 (Dinner)	1 serving	1 serving	1 serving
Meal 20 (Dinner)	1 serving	1 serving	1 serving
Meal 21 (Dinner)	1 serving	1 serving	1 serving
Meal 22 (Dinner)	1 serving	1 serving	1 serving
Meal 23 (Dinner)	1 serving	1 serving	1 serving
Meal 24 (Dinner)	1 serving	1 serving	1 serving
Meal 25 (Dinner)	1 serving	1 serving	1 serving
Meal 26 (Dinner)	1 serving	1 serving	1 serving
Meal 27 (Dinner)	1 serving	1 serving	1 serving
Meal 28 (Dinner)	1 serving	1 serving	1 serving
Meal 29 (Dinner)	1 serving	1 serving	1 serving
Meal 30 (Dinner)	1 serving	1 serving	1 serving
Meal 31 (Dinner)	1 serving	1 serving	1 serving
Meal 32 (Dinner)	1 serving	1 serving	1 serving
Meal 33 (Dinner)	1 serving	1 serving	1 serving
Meal 34 (Dinner)	1 serving	1 serving	1 serving
Meal 35 (Dinner)	1 serving	1 serving	1 serving
Meal 36 (Dinner)	1 serving	1 serving	1 serving
Meal 37 (Dinner)	1 serving	1 serving	1 serving
Meal 38 (Dinner)	1 serving	1 serving	1 serving
Meal 39 (Dinner)	1 serving	1 serving	1 serving
Meal 40 (Dinner)	1 serving	1 serving	1 serving
Meal 41 (Dinner)	1 serving	1 serving	1 serving
Meal 42 (Dinner)	1 serving	1 serving	1 serving
Meal 43 (Dinner)	1 serving	1 serving	1 serving
Meal 44 (Dinner)	1 serving	1 serving	1 serving
Meal 45 (Dinner)	1 serving	1 serving	1 serving
Meal 46 (Dinner)	1 serving	1 serving	1 serving
Meal 47 (Dinner)	1 serving	1 serving	1 serving
Meal 48 (Dinner)	1 serving	1 serving	1 serving
Meal 49 (Dinner)	1 serving	1 serving	1 serving
Meal 50 (Dinner)	1 serving	1 serving	1 serving
Meal 51 (Dinner)	1 serving	1 serving	1 serving
Meal 52 (Dinner)	1 serving	1 serving	1 serving
Meal 53 (Dinner)	1 serving	1 serving	1 serving
Meal 54 (Dinner)	1 serving	1 serving	1 serving
Meal 55 (Dinner)	1 serving	1 serving	1 serving
Meal 56 (Dinner)	1 serving	1 serving	1 serving
Meal 57 (Dinner)	1 serving	1 serving	1 serving
Meal 58 (Dinner)	1 serving	1 serving	1 serving
Meal 59 (Dinner)	1 serving	1 serving	1 serving
Meal 60 (Dinner)	1 serving	1 serving	1 serving
Meal 61 (Dinner)	1 serving	1 serving	1 serving
Meal 62 (Dinner)	1 serving	1 serving	1 serving
Meal 63 (Dinner)	1 serving	1 serving	1 serving
Meal 64 (Dinner)	1 serving	1 serving	1 serving
Meal 65 (Dinner)	1 serving	1 serving	1 serving
Meal 66 (Dinner)	1 serving	1 serving	1 serving
Meal 67 (Dinner)	1 serving	1 serving	1 serving
Meal 68 (Dinner)	1 serving	1 serving	1 serving
Meal 69 (Dinner)	1 serving	1 serving	1 serving
Meal 70 (Dinner)	1 serving	1 serving	1 serving
Meal 71 (Dinner)	1 serving	1 serving	1 serving
Meal 72 (Dinner)	1 serving	1 serving	1 serving
Meal 73 (Dinner)	1 serving	1 serving	1 serving
Meal 74 (Dinner)	1 serving	1 serving	1 serving
Meal 75 (Dinner)	1 serving	1 serving	1 serving
Meal 76 (Dinner)	1 serving	1 serving	1 serving
Meal 77 (Dinner)	1 serving	1 serving	1 serving
Meal 78 (Dinner)	1 serving	1 serving	1 serving
Meal 79 (Dinner)	1 serving	1 serving	1 serving
Meal 80 (Dinner)	1 serving	1 serving	1 serving
Meal 81 (Dinner)	1 serving	1 serving	1 serving
Meal 82 (Dinner)	1 serving	1 serving	1 serving
Meal 83 (Dinner)	1 serving	1 serving	1 serving
Meal 84 (Dinner)	1 serving	1 serving	1 serving
Meal 85 (Dinner)	1 serving	1 serving	1 serving
Meal 86 (Dinner)	1 serving	1 serving	1 serving
Meal 87 (Dinner)	1 serving	1 serving	1 serving
Meal 88 (Dinner)	1 serving	1 serving	1 serving
Meal 89 (Dinner)	1 serving	1 serving	1 serving
Meal 90 (Dinner)	1 serving	1 serving	1 serving
Meal 91 (Dinner)	1 serving	1 serving	1 serving
Meal 92 (Dinner)	1 serving	1 serving	1 serving
Meal 93 (Dinner)	1 serving	1 serving	1 serving
Meal 94 (Dinner)	1 serving	1 serving	1 serving
Meal 95 (Dinner)	1 serving	1 serving	1 serving
Meal 96 (Dinner)	1 serving	1 serving	1 serving
Meal 97 (Dinner)	1 serving	1 serving	1 serving
Meal 98 (Dinner)	1 serving	1 serving	1 serving
Meal 99 (Dinner)	1 serving	1 serving	1 serving
Meal 100 (Dinner)	1 serving	1 serving	1 serving

A variety of easy to make meals

- Includes drinks, snacks, breakfasts, lunches and dinners
- Daily calorie and macro breakdowns included
- Recipe images on every page
- Shopping lists included

>> VIEW EBOOK SAMPLES <<

About The Meals:
 Qualified Nutritionist
 Approved meals.
 Fat Loss Friendly - Ideal for Gen Pop clients.
 Gluten-free, wheat free and dairy free alternative ingredients included.

3 x calorie targets...
 The meal plan is supplied to you as one ebook which contains the following daily calorie targets: 1400 / 1800 / 2200.
 Includes guidance on how to easily increase and decrease daily calories

Your Branding:
 Unique front cover design.
 Your logo and business info included on every page.
 Welcome pages (pre-written pages available), Get in touch page and Client testimonials.
 For more details about how we customise our books, go to page 34

Hard Copy Format:
 We can also provide 1 x high quality **coil-bound printed book** for an additional fee of £10.00.
 Should you wish to order additional printed recipe books, we can obtain a no-obligation quote from a trusted print company.

INCLUDES
3 X DAILY CALORIE TARGETS

How to Use:
 (just a few ideas)

- Lead Magnet
- Low barrier product
- Teaser / Up-Sell
- Free Gift

GUIDELINE RESALE PRICES
 EBOOK: **£8-10**
 PRINTED BOOK: **£10-15**

£50.00

(one-time payments with no hidden fees)
Includes a lifetime license to sell/share your ebook an unlimited number of times

Klarna Buy Now Pay Later available. Buy Now. Pay Later. No fees. **Klarna.**

7 Day Vegan Meal Plan

(caters for a range of calorie targets)



FITPRO
RECIPES

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

**BESPOKE
BRANDED
FRONT COVER
DESIGN**



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
- Recipes fully photographed with finished recipe pictures
- Flexible format - clients can pick and choose their preferred meals each day

**>> VIEW EBOOK
SAMPLES <<**

About The Meals:

Qualified Nutritionist
Approved meals.

Fat Loss Friendly - Ideal for
Gen Pop clients.

Gluten-free and wheat free
alternative ingredients
included.



Multiple calorie targets:

The meal plan caters for a
wide range of daily calorie
targets from 1200 - 2800
calories.

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.

Your Branding:

Unique front cover design.

Your logo and business info
included on every page.

Welcome pages (pre-written
pages available), Get in touch
page and Client testimonials.

For more details about how
we customise our books, go
to page 34

Hard Copy Format:

We can also provide 1 x high
quality **coil-bound printed
book** for an additional fee of
£10.00.

Should you wish to order
additional printed recipe
books, we can obtain a
no-obligation quote from a
trusted print company.

GUIDELINE RESALE PRICES

EBOOK: **£8-15**
PRINTED BOOK:
£12-18

£85.00

(one-time payments with no hidden fees)

**Includes a lifetime license to sell/share
your ebook an unlimited number of times**

Klarna Buy Now Pay Later available.

Buy Now.
Pay Later.
No fees. **Klarna.**



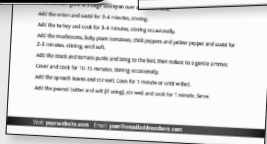
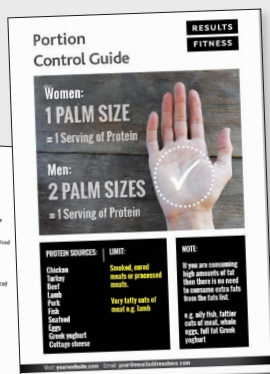
Educational Products

Available in Ebook and Hard Copy Formats

Empowering clients to make better nutrition choices



**BESPOKE
BRANDED
FRONT COVER
DESIGN**



What's covered in this guide...

- Understanding macronutrients and micronutrients
- Meal frequency
- How to follow a portion control nutrition approach. Includes some example recipes
- How to follow a tracked nutrition approach. Includes a detailed explanation on how to set and track macronutrients

**>> VIEW EBOOK
SAMPLES <<**

Digital Ebook Format:

We will supply your branded guide as a high quality **digital ebook pdf**.

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times. No set up fees apply.

Hard Copy Format:

We can send a high quality **coil-bound printed book** to your door for a one-time payment of £10.00.

Should you wish to order multiple printed recipe books, just let us know and we can assist.

Your Branding:

Unique front cover design.

Your logo and business info included on every page.

Welcome pages (pre-written pages available), Get in touch page and Client testimonials.

For more details about how we customise our books, go to page 34

£60.00

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times

Klarna Buy Now Pay Later available.

Buy now.
Pay later.
No fees. **Klarna.**

**GUIDELINE
RESALE PRICES**

**EBOOK: £8-12
PRINTED BOOK:
£10-15**

Motivation Guide



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

45+ pages of Education and Mindset Exercises...

For example:

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

Your Branding:

- Unique front cover design.
- Your logo and business info included on every page.
- Welcome pages (pre-written pages available), Get in touch page and Client testimonials.
- For more details about how we customise our books, go to page 34

Digital Ebook Format:

We will supply your branded guide as a high quality **digital ebook pdf**.

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times. No set up fees apply.

Hard Copy Format:

We can also provide a high quality **coil-bound printed book** to your door for a one-time payment of £10.00. Should you wish to order multiple printed recipe books, just let us know.



£95.00

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times

Klarna Buy Now Pay Later available.

Buy now. Pay later. No fees. **Klarna.**

GUIDELINE RESALE PRICES

EBOOK: **£8-12**
PRINTED BOOK: **£10-15**

>> VIEW EBOOK SAMPLES <<

Mindset Guide



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 Branding:

Unique front cover design.
Your logo and business info included on every page.
Welcome pages (pre-written pages available), Get in touch page and Client testimonials.
For more details about how we customise our books, go to page 34

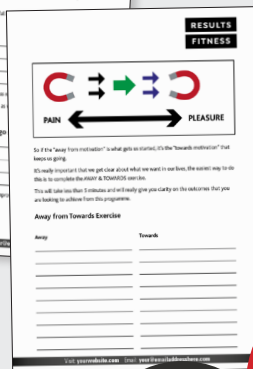
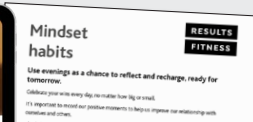
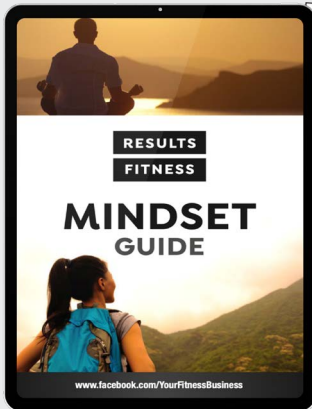
Digital Ebook Format:

We will supply your branded guide as a high quality **digital ebook pdf**.

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times. No set up fees apply.

Hard Copy Format:

We can also provide a high quality **coil-bound printed book** to your door for a one-time payment of £8.00. Should you wish to order multiple printed recipe books, just let us know.



[>> VIEW EBOOK SAMPLES <<](#)

£40.00

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times

Klarna Buy Now Pay Later available.

Buy now. Pay later. No fees. **Klarna.**

**GUIDELINE
RESALE PRICES**

EBOOK: **£5-8**
PRINTED BOOK: **£7-10**

ALSO
WORKS
PERFECTLY
AS A
**LEAD
MAGNET**

Supplement Guide



This guide will teach your clients about 7 of the most effective supplements on the market - helping wipe away any confusion

Supplements included...

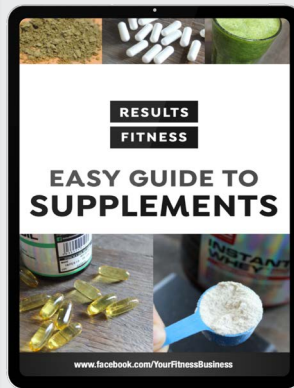
- Protein supplementation
- Fish oil
- Creatine
- Multivitamins
- Recovery drinks
- BCAAs
- Greens drinks

We can include your 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 42 for more details.

Your Branding:

Unique front cover design.
Your logo and business info included on every page.
Welcome pages (pre-written pages available), Get in touch page and Client testimonials.
For more details about how we customise our books, go to page 34



Digital Ebook Format:

We will supply your branded guide as a high quality **digital ebook pdf**.

We will grant you with a **lifetime license** to sell/share your ebook an unlimited number of times. No set up fees apply.

Hard Copy Format:

We can also provide a high quality **coil-bound printed book** to your door for a one-time payment of £8.00. Should you wish to order multiple printed recipe books, just let us know.

>> VIEW EBOOK SAMPLES <<



£40.00

(a one-time payment with no hidden fees)

Includes a lifetime license to sell/share your ebook an unlimited number of times

Klarna Buy Now Pay Later available.

Buy now. Pay later. Klarna.

**GUIDELINE
RESALE PRICES**
EBOOK: £5-8
PRINTED BOOK:
£7-10

**ALSO
WORKS
PERFECTLY
AS A
LEAD
MAGNET**

About our Recipes

Recipe ingredient weight / measures / grammar

We supply our recipes in UK or Australian (Metric) or US (Cups) conversions with either UK, Australian or US 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 18 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 yoghurt, which can be easily obtained in stores / supermarkets and increasingly around the world.

Wheat, gluten and alcohol: 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 occurring 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, tinned tomatoes, baking powder and unsweetened 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 18 for details on pricing.

Protein powders: Some of the recipes include protein powder as an ingredient. Should you wish to remove this ingredient, the recipe can either 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 supermarkets and health stores.

We understand that some ingredients which are easily found in the UK are not as readily available in other countries. However, as mentioned previously on this page, we may be able to swap ingredients 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.

Customising our Books

Customisation

Logo design

We cannot sell any of our products unless they have been branded with your business logo or name. 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 £40.00. 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 42 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 personalise it.

Welcome pages are not included in the following products:

- The 21 Recipe Book
- 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.

Editing our products

We cannot provide editable files of any of our products. We also ask that you do not edit your products without our permission.

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 £5.00 per additional recipe.

Unfortunately, we can't swap any recipes in any of our meal plans, due to the complex nature of the files.

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 42 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
- 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 41 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 **£10.00**
- Update logo, all contact details and all welcome page info in the Essentials book **£15.00-20.00**
- 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, USA or Europe – just ask us and we can obtain a no-obligation quote from our printer for delivery to a single address.

A printed book is included for free with some of our products. Please see details on individual product pages.

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.

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.

If you are ordering a Bespoke Branded recipe book, then any changes to page layout design are included for no additional charge.

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.

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.

Resale prices

We have included some recommend resale prices on our product pages, where relevant.

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 can't swap any recipes in any of our meal plans, due to the complex nature of the files.

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. We also ask that you do not edit your products without our permission.

Printing

We can assist you with arranging book printing if you are based in the UK, USA or Europe – just ask us and we can obtain a no-obligation quote from our printer for delivery to a single address.

A printed book is included for free with some of our products. Please see details on individual product pages.

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.

Resale prices

We have included some recommend resale prices on our product pages, where relevant.

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 42.
- 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 41 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 **£5.00**
- Update logo, all contact details and all welcome page info in the Nutrition Essentials guide **£10.00**
- 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, USA or Europe – just ask us and we can obtain a no-obligation quote from our printer for delivery to a single address.

A printed book is included for free with some of our products. Please see details on individual product pages.

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 42 for more details.

Editing our products

We cannot provide editable files of any of our products. We also ask that you do not edit your products without our permission.

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.

Resale prices

We have included some recommend resale prices on our product pages, where relevant.

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.

Product Pricing & Payment

All prices for products are listed in this Product Brochure. The prices shown are one-time payments with no hidden fees or retainer fees.

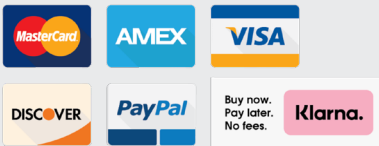
All payments must be paid in UK Sterling. We accept the following payment methods: Mastercard, Visa, Maestro, JCB. We can accept payments through Stripe, Paypal and direct Bank Transfer (from UK only).

Klarna Buy Now Pay Later is also available.

Product Discounts

Discounts of up to 20% (ask us for details) are available for repeat orders, and 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.



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 34 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 customise 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 authorise 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.



www.fitprorecipes.co.uk