



IRON TRIBE



The first steps to becoming
the best version of yourself.



WELCOME.

We are extremely excited to have you become a part of our Family, and we're so glad that you've taken the first big step toward achieving your goals. We are very aware that decisions like the one you've made do not come without a lot of thoughtful consideration and, many times, prayer. So, first and foremost, know that we do not take your commitment lightly, and we want you to know that everything we have represented Iron Tribe to be is true and accurate.

Two of our Core Values are that We Practice Honesty and Integrity, and We Deliver a Consistent Experience. We take this very seriously, and we want to assure you that whether you're working out here at your home gym or at an Iron Tribe halfway across the country, you will be pushed to be your best and be supported every step of the way. Additionally, we are extremely serious about Developing Ourselves to Help You Realize Your Potential and Measuring Our Success by Your Success. When you win, we win. So let's win together.

We never said this was going to be easy. Nothing in life worth having is easy. In fact, we can guarantee you that this will be difficult at times. Some days you'll be tired, stressed, have a million things on your plate and in your mind, and you'll start to push your goals to the backburner. We know this because we've been there, and because we've been there we're able to help see you through to the other side. Just because it's hard doesn't mean it can't be fun!

Those who work hard together tend to form the deepest bonds, and we look forward to building a lasting relationship with you. We commit to you that you will not get lost, you will not be left behind, and you will not fail. Every single step of the way, we'll be beside you.

This is a Family, and that's what Families do. If you stick with us, if you give it your all, if you don't give up, you will succeed. We've put thousands upon thousands of hours into refining the craft of fitness, programming safe and lively workouts, an effective nutrition program and researching the top tools to help you along the way. All you have to do is show up with a positive attitude and a determined spirit, and we'll take care of the rest.

So again, let me say how extremely excited and honored we are to have you join us. We can't wait to see your transformation unfold before our very eyes, and we look forward to working alongside you. It will not always be easy, but it will always be worth it. We'll see you in class!



Forrest Walden

Iron Tribe Fitness Founder, CEO
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WHAT TO EXPECT FROM US

- To be motivating, encouraging, professional, courteous, respectful, and attentive
- To care about your success as much, if not more, than you do
- To know you and care about you as an individual with specific goals and dreams
- To lead you through professionally designed and appropriately tailored strength and conditioning classes in a group format
- To assist you in setting specific, measurable, attainable, relevant, and time-oriented (SMART) goals for your fitness journey
- To coach you on making wise and strategic lifestyle choices that align with your short and long term goals
- To provide you with nutritional coaching within the realm of ITF Nutrition, derived from several industry-leading methodologies
- To be available for Coaching Assessments where we can address specific questions, modification needs, and work on complex movements
- To hold you accountable to consistently doing what is necessary in order for you to achieve the goals you set for yourself
- To challenge you to push your limits in a safe and productive way
- To never give up on you, even if you're tempted to give up on yourself

WHAT WE EXPECT FROM YOU

- To have a positive attitude and outlook
- To communicate authentically and honestly (don't tell us what you think we want to hear, but rather exactly where you are and what challenges you're facing)
- To listen to your coaches and to trust the counsel they provide you.
- To ask questions when you don't understand something and to ask for help when needed
- To never push yourself to an unsafe level of fatigue (i.e. to the point of vomiting, getting light headed, etc.)
- To do your best and strive for progress every single class, every single week
- To be a team player and encourage those training alongside of you
- To consistently and honestly follow the Iron Tribe Nutrition program to the best of your ability
- To show up to class and not let excuses inhibit the hard work needed to reach your goals
- To challenge yourself like never before
- To commit to your success and trust the process

I commit to do my best to fulfill the expectations presented before me and to hold my coaches to the standard outlined here, knowing full well that no one is perfect and that grace and patience must govern this relationship. I commit to being a part of something bigger than myself. I commit to working hard to achieving my goals, trusting my Coaches every step of the way.

[CLIENT Signature Here]

[MANAGER] Signature

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some cool text here about iron tribe fitness and why it's so wonderful yadda yadda blah blah blah

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FOCUS 1 - Habits and Nutritional Awareness

Focus 1 simply and elegantly removes the issues of conventional dieting, allowing you to understand the importance of nutrition and begin the process of working towards Clean Eating. "Real food" is what our bodies are designed to eat. When you feed your body in a manner consistent with its design, your body becomes lean and healthy, and you become happy.

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FOCUS 2 - Portion Control

How much should I put on my plate? What amount of food should I be eating? We break down these questions, plain and simple, and answer all of your questions.

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FOCUS 3

A guide to navigating calorie balance, protein, carbs and fat! Now that you've mastered nutritional awareness and knowing how much to eat, we delve into an education on what makes up our food, how different foods help us, and how to balance it all in our daily diet. We also begin the process of counting macros to optimize results.

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FOCUS 4

You are serious! This Focus will help you determine precise macro intakes for daily training in order to help you reach your goals. Your incredibly hard work and relentless dedication will be needed, but you will see progress if you follow the process. We guarantee it.

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Tracking

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Servings Planner

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