



ABS BY ALANA

INFORMATION PACK

Sweat now shine later

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ABOUT ALANA



My name is Alana Coomer, I am a Personal Trainer and Fitness Competitor from Brisbane. I have been competing in Bodybuilding Shows as a Bikini/Fitness Competitor since 2016. It wasn't long before this small passion of mine became a lifestyle. Now, I am a Personal Trainer who aims to instil as many people as possible with the level of confidence and self-esteem that competing has allowed me to build.

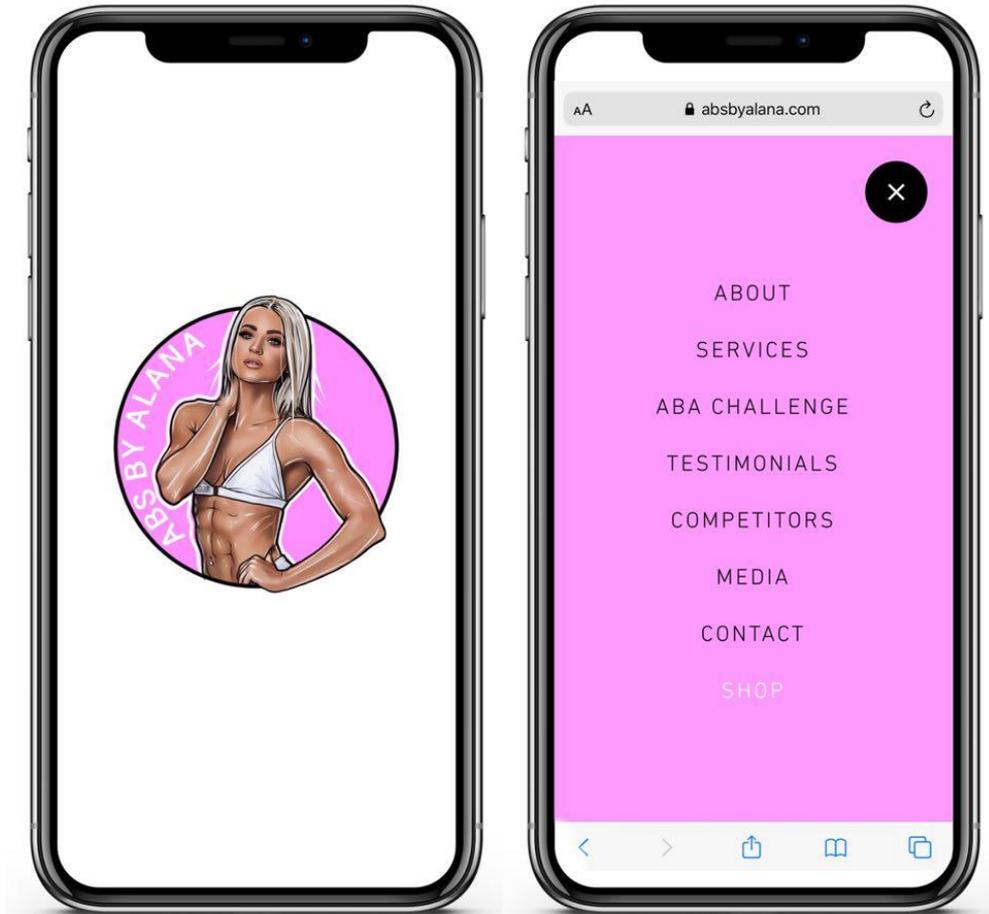
ABS BY ALANA is an Online Personal Training Service that aims to **empower** and **educate** as many women as possible to achieve a healthier, active and more sustainable lifestyle.

Qualifications:

- ISSN Sports Nutritionist
- Certified Personal Trainer
- CPR & First Aid
- Fitness Competitor, AWNBS Fitness PRO



WHAT IS ONLINE COACHING?



Online coaching is essentially a coach in your pocket. Unlike face to face personal training, online coaching offers support beyond a 30-60-minute time slot. **ABS BY ALANA** provides 24/7 support, accountability, and the ability to speak with your trainer (me) at any point in time. This means that your coach's knowledge, guidance, and encouragement are only a message, phone call, DM, or email away.



WHAT'S INCLUDED IN ONLINE COACHING?



EXERCISE + NUTRITION	NUTRITION-ONLY
COST: \$300	COST: \$250
<ul style="list-style-type: none"> - A structured 6-week workout guide - Daily step goal - Personalised macros (protein, carb and fat targets) based on your goal of weight loss, maintenance, or weight gain. - A flexible dieting guide that includes 60 recipe ideas for breakfast, lunch, snacks, dinner & dessert. - Weekly check-ins for accountability & support to ensure results. - Access to the ABA client-only Facebook group. 	<ul style="list-style-type: none"> - Daily step goal - Personalised macros (protein, carb and fat targets) based on your goal of weight loss, maintenance, or weight gain. - A flexible dieting guide that includes 60 recipe ideas for breakfast, lunch, snacks, dinner & dessert. - Weekly check-ins for accountability & support to ensure results. - Access to the ABA client-only Facebook group.



WHAT IF I DON'T KNOW HOW TO TRACK MACROS?

There is no cause for concern if you don't know how to track your macros, as I will teach you!

You will need two things:

1. Food scales
2. A macro-tracking app on your smart phone (e.g. My Fitness Pal, Calorie King, MacroTrak or Fat Secret)



Once I have determined your daily caloric intake and macronutrient targets, you will need to log them into your tracking app. Each day, you'll need to reach (or get as close as possible to) these macronutrient values. At first, this may seem like a daunting task, but once you are accustomed to macro-tracking, it's quite simple and just takes a bit of time!



Each app comprises various food products that can be added to your food log with ease. Meat and whole foods (fruit and vegetables) will not provide this information, but will be listed in your tracking app. To account for these calories, you will need to weigh your ingredients in grams using your food scales.

Packaged food will provide nutritional information per serve on the product label, which you can easily input into your tracking app. However, some foods may not be in your app and you'll need to manually enter their data. This will require you to become familiar with reading food labels. See below for some handy tips!

Tips for reading food labels

Nutrition Facts	
Serving Size 2/3 cup (55g)	
Servings Per Container About 8	
Amount Per Serving	
Calories 230	Calories from Fat 72
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	12%
Dietary Fiber 4g	16%
Sugars 1g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

- 100g column:** when comparing similar food products, use the per 100g column.
- Total fat:** choose foods with less than 10g per 100g.
- Saturated fat:** aim for the lowest per 100g. Less than 3g per 100g is best. For milk, yogurt and ice cream, choose less than 2g per 100g. For cheese, choose less than 15g per 100g.
- Sugars:** aim for the lowest per 100g. Less than 15g per 100g is best.
- Fibre:** not all labels include fibre. Choose breads and cereals with 3g or more per serve.
- Sodium:** choose lower sodium options among similar foods. Foods with less than 400mg per 100g are good and less than 120mg per 100g is best.



WHAT PROGRAMS CAN I DO?

You have your choice of the following **ABS BY ALANA** programs:

GYM-BASED PROGRAM:



ABA Beginner 6-Week Program

\$39.95



ABA Intermediate 6-Week Program

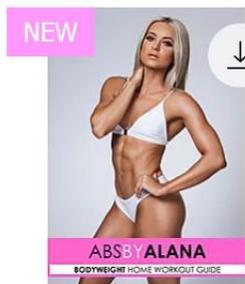
\$39.95



ABA 6-Week Advanced Guide

\$39.95

HOME WORKOUT GUIDES:



ABA: Bodyweight HOME Workout Guide

\$39.95



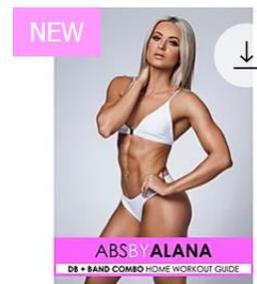
ABA: Band-only HOME Workout Guide

\$39.95



ABA: DB-only HOME Workout Guide

\$39.95



ABA: DB + Band Combo

\$39.95

PERSONALISED PROGRAM:

A personalised program is based on your strengths and weaknesses, pre-exercise history, injuries, and goals.



WHAT HAPPENS AFTER I SIGN-UP?

Upon signing up with **ABS BY ALANA**, you will be provided with a structured workout program, personalised macros & a flexible dieting guide, all delivered to your email address from the comfort of your own home. You will also receive weekly check-in sheets to complete and return to me at your earliest convenience. This document will be our main point of contact to assess and monitor your adherence over the week so that any necessary adjustments can be made to ensure progression. This will involve updating weight, measurements, and sending through progress photos.

CHECK-IN SHEET EXAMPLE BELOW:

The screenshot shows an Excel spreadsheet titled "CHECK-IN SHEET" with the following structure:

CHECK-IN SHEET														
Name:	Macros					Exercise			Measurements					
Week/day:	Calories:	Protein:	Carbs:	Fats:	Fibre:	Weight sessions:	Cardio:	Steps:	Weight:	Bust:	Arm:	Waist:	Hip:	Thigh:
Starting point:														
1														
Mon														
Tue														
Wed														
Thu														
Fri														
Sat														
Sun														
Weekly loss: this will be calculated for you in the columns to your right									0.0	0.0	0.0	0.0	0.0	0.0
2														
Mon														
Tue														
Wed														
Thu														
Fri														
Sat														
Sun														
Weekly loss: this will be calculated for you in the columns to your right									0.0	0.0	0.0	0.0	0.0	0.0
HALFWAY!														
3														
Mon														



DOES ONLINE COACHING ACTUALLY WORK?

ABS BY ALANA has helped hundreds of women on their health and fitness journeys, just see for yourself!







So, to answer your question “does online coaching work?”, the answer is: **YES, it does!** But only if **YOU** do. As a coach, I can assist and guide you throughout your health and fitness journey, but I cannot do the work for you. I support all of my clients 100%, so if you give me that effort in return, I can assure you that you will achieve the results you want.



TESTIMONIALS

See what some of our **ABS BY ALANA** clients have to say:

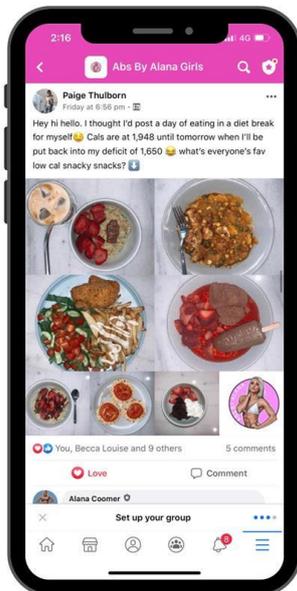
<p> Mistry Rae recommends Abs By Alana. 1 week ago</p> <p>Alana is such a genuine coach, she's so easygoing, understanding and approachable! I wish I found her sooner but as I've just completed my first 6 weeks with her, I obviously had to sign up for more as the results are there! Not only do I have amazing results I also have gained so much knowledge on how to track properly. Alana knows exactly what she's doing. Having the freedom to pick what you want to eat is the best part as you feel in control and are accountable. When I've had small slip ups I've just shot her a message and straight away she understands and encourages you back on track. I couldn't imagine having a coach who was to get angry at you for being human and eating a bit more one day! That's why I was always sceptical on having an online coach as I thought it would be easy to go off track but with Alana it's easy to keep on track. 100% recommend if you are looking for a coach ❤️</p>	<p> Ashleigh Joyce recommends Abs By Alana. 3 months ago</p> <p>Where do I start! I am so thankful to have you Alana! You've kept me accountable and never given up on me even when I've wanted to give up on myself, you've always made me feel comfortable and I have always felt like I've been in great hands with you</p>  <p>I had only ever heard good things about Alana so decided to embark on my journey into the fitness industry under her guidance and I'm so grateful for all of the knowledge I have gained especially when it comes to tracking my food and how to have a really good relationship with it aswell ♡ love you so much and I can't wait to walk on stage in April ✨</p>
<p> Bridgette Eotvos recommends Abs By Alana. 7 months ago</p> <p>Honestly where to start? Alana is hands down the best PT/Coach you will find. If you're wanting to make a difference and need someone who will encourage you, give you guidance and support you, Alana will do exactly that. She has helped me become the best version of myself and I can't thank her enough for everything she has done for me. She is such a beautiful person inside and out, so vibrant and easy to talk to. She is not only my coach, but such an amazing friend.</p>  <p>Alana has coached me the past 25 weeks to compete in my very first bikini competition, this was the best decision I have ever made. Not once did she ever doubt me during our time together, she always had so much faith in me. I feel so lucky to have taken this journey and to have been apart of the Abs by Alana team.</p>	<p> Danielle Baynham recommends Abs By Alana. 2 months ago</p> <p>Where do I start! I found Alana through Instagram and was blown away with all her client transformations, especially those she was coaching to compete. After weeks of following Alana's journey to competing, I decided that this was something I really wanted to do, so I reached out to her and here we are, 20 weeks of prep down and only 8 more weeks to go!! Throughout this journey, Alana and Dan have been the most supportive coaches and I am so thankful for the endless support and guidance they have given me! To think I didn't even know what Macros were before I started with you two is mind blowing 🤩</p> <p>I was very hesitant to invest in another coach after having a number of bad experiences with others in the past but the time and effort Alana and Dan put into all their clients is incredible. My only regret is that I wish I started training with this power couple earlier! I cant thank you both enough for your support and knowledge you have shared with me 💕💕</p>
<p> Jessie Wilson recommends Abs By Alana. 3 months ago</p> <p>Alana was amazing with me during this whole process. I've been trying to lose weight since having my son almost 2 years ago and I tried EVERY diet under the sun. I needed someone to sit down with me and explain what to do and how to do it and she did that plus more. You have constant support the whole way and a whole community of other people on the same journey to turn to online. I feel so much more confident within myself, I've learnt so much and have a better relationship with food. I'm eating BULK carbs and bloody love that for me! haha I'm so glad I took the leap to do this and I am so excited to see where we go from here. Thanks so much Alana!! xx</p>	<p> Tahlia Leanne Taifer recommends Abs By Alana. 4 months ago</p> <p>Alana has a wealth of knowledge and I am so lucky to have her. She makes sure I am living my best life and at the same time losing weight. Alana is so understanding of everything, and ensures mental health is a priority as well. Literally I am so glad I took the leap, from my first contact with Alana, I have lost 10kg and I still get to eat chocolate everyday!</p>



THE ABA COMMUNITY

A GROUP BUILT ON EMPOWERING, SUPPORTING, AND ENCOURAGING ONE ANOTHER.

WE SHARE INSPIRATION, TIPS AND TRICKS, RECIPES, WE ASK QUESTIONS, AND POST THE OCCASIONAL HEALTH & FITNESS MEME...



WE HAVE 300+ WOMEN IN THIS GROUP WHO HAVE ALL WORKED WITH **ABS BY ALANA IN SOME CAPACITY. YOU WILL NOT FIND A MORE SUPPORTIVE GROUP OF WOMEN TO HELP YOU ON YOUR HEALTH AND FITNESS JOURNEY THAN THE ABA GIRLS!**

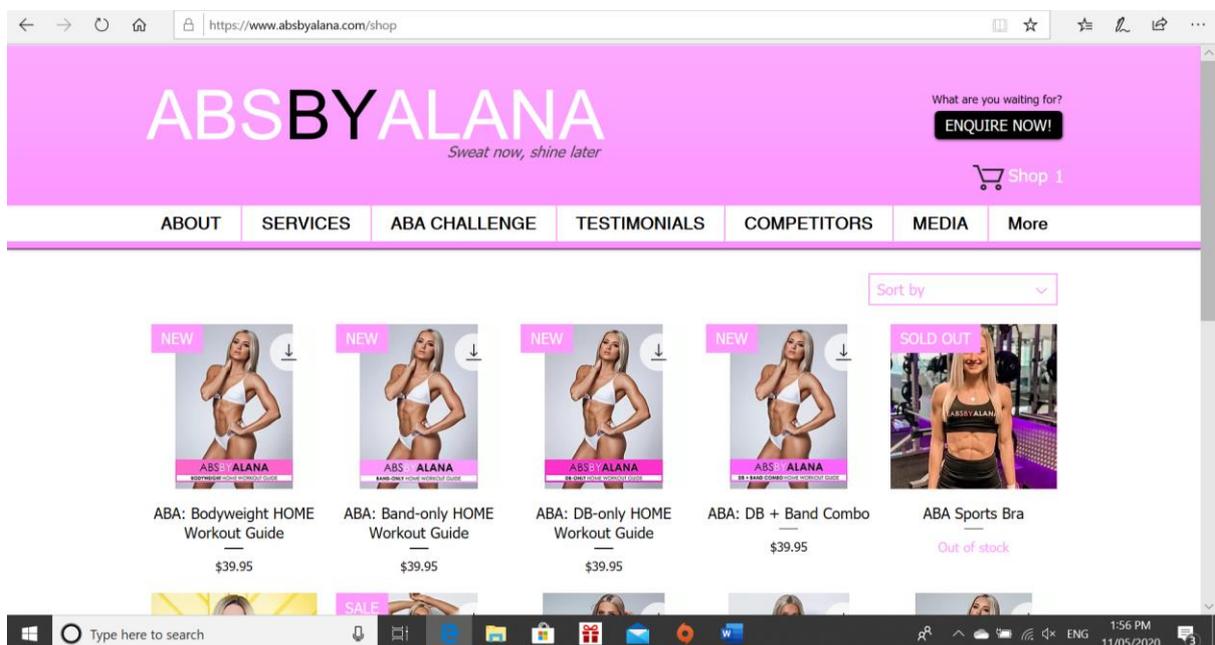


IS THERE A ONE-OFF OPTION?

ONLINE SHOP

ABS BY ALANA also has an online shop where you can purchase a program without online check-ins or nutritional guidance. You can shop for ABA programs here:

www.absbyalana.com/shop



COST: prices range from \$29.95-\$79.90

PERSONALISED PROGRAMS

Should you wish to purchase a personalised program, please email me at absbyalana@gmail.com so that I can organise for you to complete the necessary paperwork.

COST: \$50

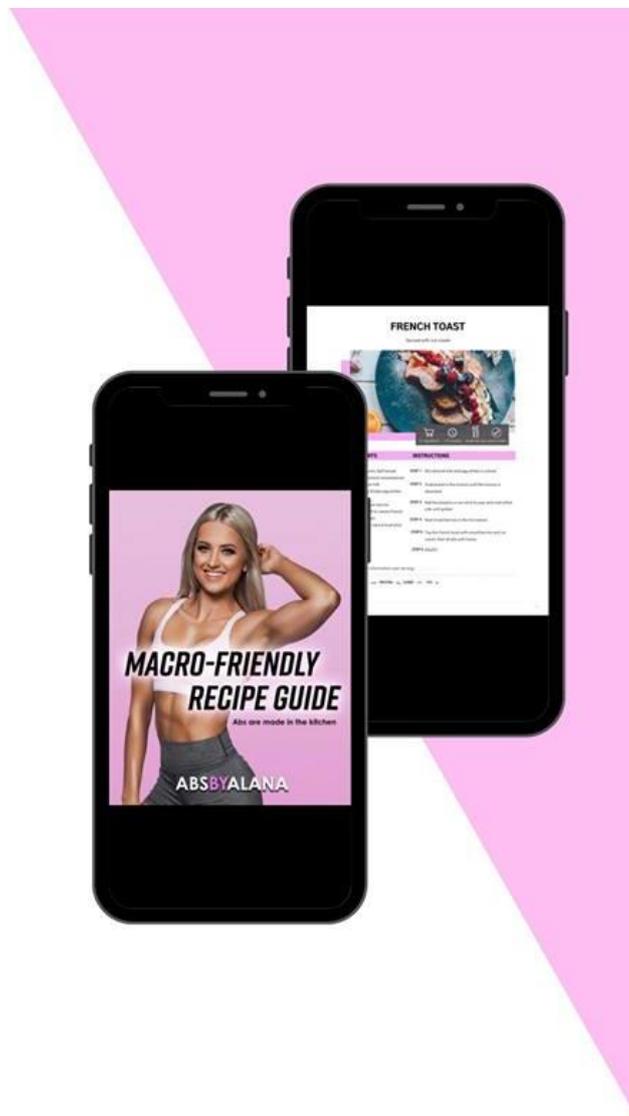


NUTRITION

Should you wish to purchase a flexible dieting guide with **60 RECIPE IDEAS** and personalised macros, please email me at absbyalana@gmail.com so that I can organise for you to complete the necessary paperwork. If you have any pre-existing medical conditions requiring specialist dietary advice, I will need to refer you on.

COST: \$99.95, including a copy of the ABA Macro-friendly Recipe E-book

EXAMPLE RECIPE:



FAQ

SEE BELOW FOR ABS BY ALANA FREQUENTLY ASKED QUESTIONS

Q: DO YOU HAVE A PAYMENT PLAN OPTION?

A: At this point in time, there is no payment plan in place. Payment is required upfront prior to commencing your 6-week coaching block.

Q: WHAT HAPPENS WHEN I FINISH MY 6-WEEK BLOCK?

A: You will notice a strong correlation between clients who achieve impressive results and the length of time they have been working with me. If you wish to continue working together, you can simply renew your coaching block at the same cost. You will receive a new program, check-in sheet, and any necessary adjustments made to your macros.

Q: WHY IS THERE A WAITLIST?

A: My current clients are my main priority, which is why there is a waitlist in place so I can ensure I am giving them the attention and support they deserve. If you would like to be placed on the waitlist, please email me at absbyalana@gmail.com and I will email you when a coaching spot availability arises.

Q: WHAT IS THE WAITLIST TIMEFRAME?

A: Unfortunately, there is no exact timeframe, as this will depend on my current clientele and whether or not they continue. If you are interested in purchasing a one-off program and set of macros, this would be an excellent starting point until a coaching spot becomes available.



**I can't wait to
work with
you!**

Email me at
absbyalana@gmail.com
to go on the waitlist!

