
SAM BEAGLE FITNESS

Before We Begin

Everything you need to know
before your consultation.



NORTHWOOD'S PRIVATE STRENGTH & NUTRITION STUDIO

First — thank you.

You've taken the step most people never take. You've decided you're ready.

This little booklet exists so that by the time we sit down together, you already know exactly who I am, how I coach, and what working with me actually looks like — so our consultation can be spent on you, not on me explaining the basics.

Read it at your own pace. There's no pressure here and nothing to sign. When we meet, I want you to feel like you already know the place, the process and the person. Fewer nerves, better conversation, faster progress.

A FEW THINGS YOU'LL FIND INSIDE

- 01 Who I am, and — just as importantly — who I'm not the right coach for.
- 02 How I actually coach, and why it gets results that last.
- 03 The apps you'll use, the step-by-step of how we work together, and exactly what to expect once we start.
- 04 What our services cost, in full. No "prices on enquiry."

Let's get into it.

Sam



YOUR COACH

Who I am

I'm Sam. I coach people out of a private studio on Northwood High Street, and I've spent more than 22,000 coaching sessions doing it.

Before coaching, I was a professional footballer. That world taught me two things that shape everything I do now. First: your body is the tool you do everything else with — so you look after it properly, not punish it. Second: real progress is boring on purpose. It's built from doing the right things consistently, long after the motivation's worn off. There are no shortcuts worth having.

So I don't do extremes. I don't do crash diets, punishment workouts, or the guilt that comes bundled with them. I coach Sustainable Strength — getting you strong, lean and capable in a way that fits the life you actually live, and stays once we get there.

My clients are mostly busy parents and professionals. People with careers, kids, calendars that are already full. People who don't need another thing they'll quietly fail at — they need a coach who builds the plan around their real life and holds them to it.

That's the job. I take it seriously, and I'd love to do it for you.

"Food is fuel. No extremes. No guilt. Just strength that lasts."

Let's be honest about fit

The best results come from the right match. So here's the truth — plainly.

This is for you if...

You're busy, and you want a plan built around your real week, not an ideal one.

You want to get strong, lean and capable — and keep it, not rent it for six weeks.

You're happy to be coached: to show up, log your sessions, and trust a process even on the days you can't be bothered.

You're done with extremes and gimmicks, and you want an honest expert in your corner.

You value the results enough to invest properly in getting them.

This probably isn't for you if...

You want a quick fix — a crash diet or a two-week transformation before an event.

You want to be shouted at, punished, or left face-down on the floor as proof a session "worked."

You're looking for the cheapest option rather than the right one.

You're not willing to change any of your habits, and you want the results anyway.

None of that makes you a bad person — it just means I'm not your coach, and I'd rather tell you now than take your money and disappoint you. If the first list sounds like you, we're going to get on well.

How I coach

Most gym results fail for one of two reasons: the plan was generic, or the plan was unsustainable. I've built my entire method to fix both.

1 Everything is individual

You will never be handed an off-the-shelf plan. Every programme I write is built for your body, your history, your goals and your week. I've spent years studying under the best strength coaches in the world — Mike Boyle, Joe DeFranco, Ben Bruno, Mike Robertson among them — and I use that to make smart calls specifically for you: what to push, what to hold back, what to work around.

2 Every session has a structure

Your sessions aren't random. They follow a deliberate flow, built on Mike Robertson's R7 system, that prepares your body properly, does the hard work when you're primed for it, and leaves you feeling better than when you walked in — not wrecked:



We warm up with intent, hit your key lifts when you're switched on, build the supporting muscle that keeps you injury-free, and finish with something that earns its place. Nothing filler. Nothing ego.

3

Progress is measured, not guessed

We track the things that matter — your lifts, your check-ins, your numbers, how you look and feel — and we adjust from evidence, not vibes. That's how we keep moving forward instead of spinning wheels.

4

It has to be sustainable

This is the part most coaches skip. A plan that gets you a great result and then falls apart the moment life gets busy isn't a good plan — it's a rented result. I coach so that the strength, the habits and the physique stay once we've built them. That's the whole point.



The goal isn't to survive a hard six weeks. It's to become someone who trains, eats and moves well — for good.

Food is fuel, not the enemy

You can't out-train a diet, and you can't out-diet a life you hate. So I coach nutrition the same way I coach training: built for real life, and built to last.

No extremes.

No cutting out food groups, no meals you dread, no plan that only works when your week is perfect.

No guilt.

Food isn't good or bad, and you're not "cheating" when you eat with your family. We build habits that survive holidays, birthdays and busy weeks.

Built around you.

I coach nutrition around your food — including traditional diets. If your kitchen is North or South Indian, vegetarian, carb-led — that's not a problem to fix, it's a way of life to work with. I've made it a specialism precisely because most coaching ignores it.

You'll get clear, simple guidance, support that fits how you actually eat, and a way of fuelling yourself that makes the training work — without turning every meal into maths.



The two apps you'll use

I keep the tech simple. Two apps, each with one clear job.

CONFIRM these descriptions match your setup — Fitsly detail is accurate to how you use it; PTMinder written as the standard client experience.

Fitsly YOUR TRAINING

This is where your coaching lives day to day. In Fitsly you'll:

- **See your programme** — every session laid out, built specifically for you.
- **Watch the demos** — every exercise has a video showing exactly how to do it, filmed by me, so you're never guessing.
- **Log your work** — record your sets, reps and weights so we can both see progress in black and white.
- **Do your check-ins** — quick, structured check-ins that tell me how you're doing between sessions.
- **Message me** — questions, wins, wobbles. I'm right there.

PTMinder YOUR BOOKINGS & ADMIN

This handles the practical side, so nothing gets lost:

- **Book & manage sessions** — see your schedule, book in, reschedule when life happens.
- **Reminders** — automatic nudges so a session never slips your mind.
- **Payments & packages** — your plan and payments, all in one tidy place.

Two apps. Training in one, logistics in the other. That's it.

How we work together

From "hello" to long-term results, here's exactly what happens.

1 — Enquiry.

You message me on WhatsApp (or fill in the enquiry form). We find a time for your consultation.

2 — Consultation.

We sit down — in person or on a call. I get to know you: your goals, your history, your lifestyle, what's worked and what hasn't. You get to know me and the studio. No pressure, no hard sell.

3 — Assessment.

We run a movement screen and take your baseline measures. This is where we see exactly where you're starting from and set clear, honest targets. (This is the session this booklet is preparing you for — come as you are, wear something you can move in.)

4 — Your plan.

I build your individual programme in Fitsly and set up your nutrition support around your real week.

5 — First sessions.

We start training. Early on we dial in your technique and get you confident with the movements, so every future session counts.

6 — Ongoing.

Regular sessions, weekly check-ins, progress reviews, nutrition guidance and adjustments as you go. We keep what's working, change what isn't, and keep you moving forward.

Services & pricing

Full prices, no "enquire for details." Choose the way of working that fits your life — we'll confirm the right one together at your consultation.

1:1 In-Person Coaching

The full experience. Private studio, individual programming, my complete attention on you.

2 sessions / week

£605/month (or £1,650/quarter)

1 session / week

£330/month (or £891/quarter)

Semi-Private Coaching (3:1)

Train alongside one or two others in the studio, each on your own individual programme, with me coaching all of you. The energy of training with others, at a friendlier price.

2 sessions / week

£399/month

Quarterly

£1,077/quarter

Online Coaching

For the self-motivated, or anyone who can't get to Northwood.
Your own programme in Fitsly, video demos, weekly check-ins and
nutrition support — coached remotely.

Monthly

£399/month

Quarterly

£1,077/quarter

OPTIONAL ADD-ON

Inside Edge Bloodwork — £1,500/year — comprehensive
bloodwork so we coach from real data, not guesswork. CONFIRM you
want this in the booklet

All prices include your individual programming, video-guided training,
check-ins and nutrition support unless stated. We'll agree your exact plan at
the consultation.

Expectations — both ways

Good coaching is a two-way street. Here's the deal, honestly, in both directions.

What I ask of you

Show up. Book your sessions in and treat them like the appointments they are.

Communicate. Tell me what's going on — good weeks and hard ones. I can only coach what I know.

Log your sessions in Fitsly, and do your check-ins. It's five minutes that makes everything else work.

Follow the nutrition guidance as best you can, and be honest when you don't. No judgement — just data.

Give notice if you need to move a session (see below).

Trust the process, especially early, when the results are still building.

What you can expect from me

A reply, quickly. I answer WhatsApp messages between 7am and 9pm.

A plan built for you — and adjusted whenever your life or your progress calls for it.

Real coaching every session, not counting reps on my phone.

Weekly check-ins and regular progress reviews, so you always know where you stand.

Honesty. I'll tell you what's working, what isn't, and what to do about it.

Cancellations

Life happens, and I'm reasonable. I just ask for 24 hours' notice to move or cancel a session. With notice, we simply reschedule. Without it, the session is charged — because that time was held for you.

How often should you train?

Most clients get the best results at 2 sessions a week — enough to build real momentum without overwhelming a busy diary. 1 a week keeps you moving and is a fine place to start. We'll pick the right frequency for you together.

RESULTS

Don't take my word for it

Real people, real results.

Arooj

OVER 85LBS DOWN



Jodie

15LBS DOWN



Danny

40LBS DOWN



Saagar

35LBS DOWN



Sameer

35LBS DOWN



Bhumi

9% BODY FAT DOWN



Jas

20LBS DOWN



Imran

18LBS DOWN



Vinayaka

16LBS DOWN



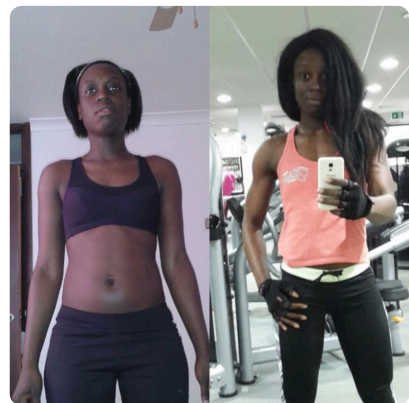
Andrew

24LBS DOWN



Naomi

15% BODY FAT DOWN



Mo

12LBS DOWN



Nisha

22LBS DOWN



Shreya

10LBS DOWN



Shailee

12LBS DOWN



Plus many many more that I'm not allowed to share at the request of clients privacy...

READY?

Ready when you are

If you've read this far, you already know how I work and whether we're a fit. If it feels right, there's one simple next step.

Message me on WhatsApp to book your consultation.

07475 740880

No forms to wrestle with, no obligation — just a conversation about getting you started.

I look forward to meeting you.

Sam



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