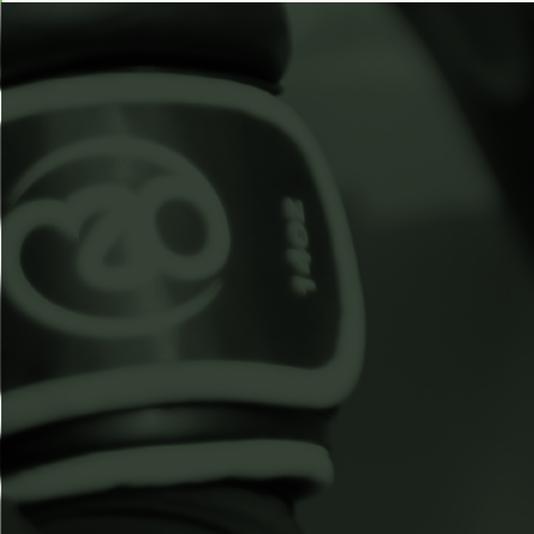




FITNESS
IS IN
YOUR
GENES®



“The potential benefits of physical activity to health are huge. If a medication existed which had a similar effect, it would be regarded as a ‘wonder drug’ or ‘miracle cure’.”

Sir Liam Donaldson
former Chief Medical Officer
(2009)

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WELCOME TO BODYSHOT PERFORMANCE

We create total solutions to optimise your mind, body and wellbeing.

MEET LEANNE SPENCER, FOUNDER OF BODYSHOT

I am often asked about why I changed careers to set up Bodyshot. My career has always been in sales, beginning at a start-up (which was a lot of fun) and subsequently in large corporates. Initially I loved what I did but as time went on, I began to realise that perhaps this type of environment wasn't ideal for me. By the end of my City career, I was working in a job and a professional environment which I disliked, and didn't match my personal values and standards. I had been living very unhealthily for years, and eventually found myself burned out and heading for a crash. It was reaching this low point in my life that I realised things had to change. I resigned and took some time off to reconsider what I really wanted to do with my time.

THE **BODYSHOT** JOURNEY BEGINS

I started Bodyshot Personal Training in June 2012 operating as a sole trader, and we became a limited company in April 2014. My motives were threefold: I wanted to run my own business; I wanted to help and empower other people to take control of their health; and I wanted to do something that provided me with a structure for healthy living. I am now an established speaker, coach and entrepreneur, and I've published two books in the last 12 months (Rise and Shine and Remove the Guesswork). It has been a period of rapid growth for Bodyshot too; we are now a team of 8 people and we have big plans to scale the business further and develop more new and exciting partnerships.



OUR PHILOSOPHY

OUR MISSION

To inspire you to prolong your healthspan through the promotion of personalised health, fitness and wellbeing.

OUR VISION

To be the number one choice for personalised health, fitness and wellbeing in London.

OUR CORE VALUES:

- To help first
- Continually strive for excellence
- Be compassionate
- Have creativity, dreams and imagination
- Be humbly confident



THE GLOBAL GOALS
For Sustainable Development

UN GLOBAL GOALS

In September 2015, 193 world leaders agreed to 17 Global Goals for Sustainable Development. The ultimate aim is to eradicate extreme poverty, inequalities and climate change by 2030. Bodyshot believe it is vital that we all get behind at least one of these goals, and we've picked #3, Good Health and Well-being. One of our goals for 2018 and beyond is to create content, produce videos and give talks to promote awareness of the need for Good Health and Well-being. We want to spread our knowledge and be a positive role model for as many people as possible, all over the globe. We hope you will join us in making this goal happen by 2030.



WHY WE'RE DIFFERENT

We base our advice and programs on your DNA, so we can create bespoke health and well-being programs that remove the need for guesswork and get to your goals faster. This, combined with our personal experience and understanding of our core client, enables us to stand out from the crowd. We have a waiting list of clients wanting to work with us and our clients mostly come from personal referrals.



TESTIMONIAL

'Fitness is already a big part of my life, but I wanted help with my diet and daily habits, and in particular what to do when travelling. I've gained a lot of weight in the last few years from bad habits and restaurant food, so when Leanne suggested coaching as a way of having guidance and accountability, I knew this was the right thing for me. The coaching calls have helped me to reintroduce structure to my eating habits. I've lost weight, have more energy and I'm much happier about life now.'

A. TYLER BRYANT, ENTREPRENEUR

OPTIMISE YOUR HEALTH

As a busy professional you probably don't have time to spend researching the latest science or working out what to do. Time is your precious commodity and there are many other demands being made on it. You might be suffering from a lack of quality sleep, your mental health might be worrying you, and your energy levels might be low. Chances are, your body composition, digestive health and fitness are suffering as a result.

HOW TO ACHIEVE TOTAL HEALTH OPTIMISATION

The first thing is nutrition. What you eat will have a profound impact on every aspect of your health. Eating a diet that is personal to you is so important for sleep, mental health, energy, body composition, digestion and fitness.

The second thing relates to hormones, vitamins and minerals. Using a simple, painless home blood kit, we test for over 15 markers and then adjust levels using food and supplements where required.

The third thing is fixing any issues that reside in the gut. A lack of microbial diversity in the gut has been linked with depression, mood disorders, autoimmune conditions such as eczema and asthma and even autism.

The fourth thing is recovery. Often, it's not a lack of exercise or movement that hinders someone's health and fitness; it's a lack of recovery. It's hard to pick up on the signals the body sends us sometimes, and we've become good at ignoring them.

The fifth thing is looking at the mind and body in a holistic way. This means focusing on how each component of health interrelates with the other. Our unique Six Signals® Methodology looks at sleep, mental health, energy, body composition, digestion and fitness.

The final thing is to make it personal. Forget about outdated one-size-fits-all approaches, or what's worked for your colleague / friend / partner – we all respond differently and have different sensitivities. It's all about you and your genetic makeup.

TOTAL HEALTH OPTIMISATION PACKAGE

We've brought together everything you need to optimise your mind, body and wellbeing, in one package. The Total Health Optimisation Package includes a gut test and blood panel, so we can understand where you're at now, and the DNA test is the blueprint for optimal health. The Oura Ring helps you track and monitor your progress and tune in with your body.

For more information please visit
<https://www.bodyshotperformance.com/total-health-optimisation>



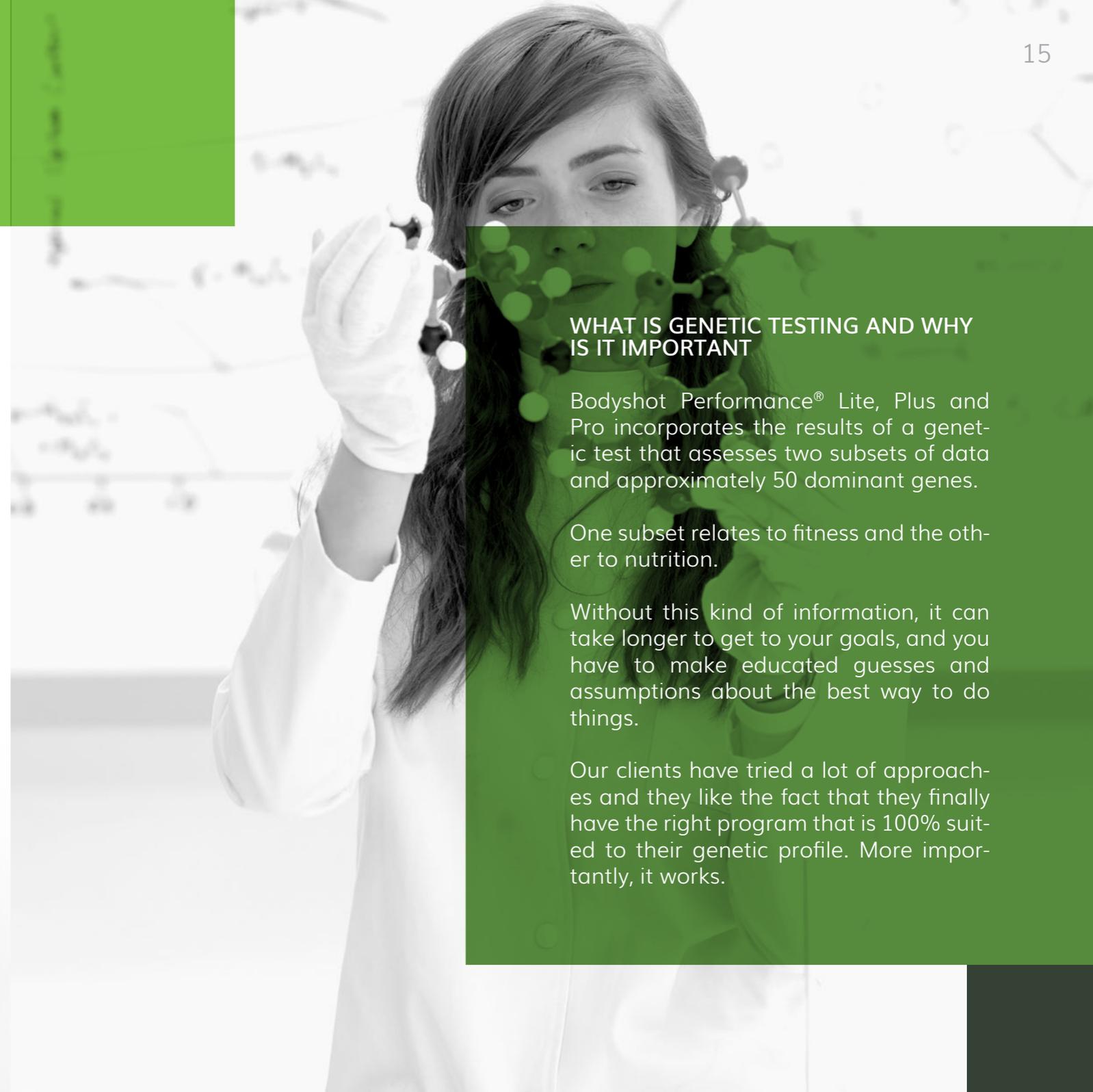
WHAT IS GENETIC TESTING AND WHY IS IT IMPORTANT

Bodyshot Performance® Lite, Plus and Pro incorporates the results of a genetic test that assesses two subsets of data and approximately 50 dominant genes.

One subset relates to fitness and the other to nutrition.

Without this kind of information, it can take longer to get to your goals, and you have to make educated guesses and assumptions about the best way to do things.

Our clients have tried a lot of approaches and they like the fact that they finally have the right program that is 100% suited to their genetic profile. More importantly, it works.



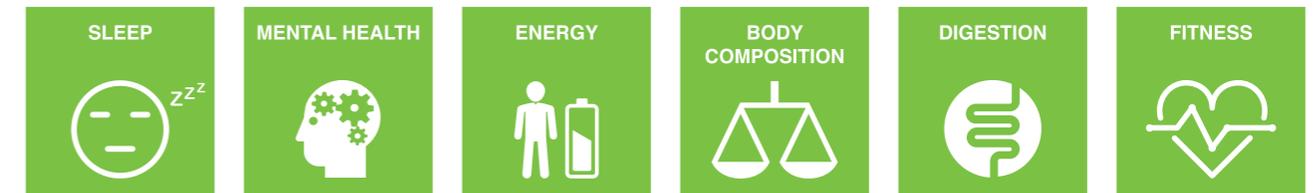
TESTIMONIAL

'The thing that has helped the most with my recovery has definitely been the weekly coaching sessions. I've also noticed that my sleeping has improved and I always have a really good night's sleep after my sessions, which makes a great difference to my mood the next morning. Learning to breathe deeply and having some space each week where I forget about my worries has been really helpful in combating anxiety. I'd definitely recommend it to anyone who has trouble switching off from everyday stresses and anxieties or has burned out.'

**L. SMALLMAN, LAWYER,
MAGIC CIRCLE LAW FIRM**

INTRODUCING SIX SIGNALS®

Bodyshot have identified six main areas where we see clients having issues. We call these areas the Six Signals® because they are strong indicators of how healthy you are:



You will have a red flag going up in one or more of these areas – usually two or three.

An example of a sleep signal is waking early and being unable to go to sleep.

An example of a mental health signal is anxiety, chronic stress or burnout.

An example of an energy signal is fluctuating energy levels or being unable to energise yourself for certain activities or when at home with your family.

An example of a body composition signal is rapid weight gain or difficulties absorbing nutrients from food.

An example of a digestion signal is acid reflux or loose stools, or issues relating to your gut such as IBS.

An example of a fitness signal is sudden loss of fitness, mobility issues or unexplained aches and pains.

THE BRAIN | BODY | REBOOT COACHING PACKAGES

The Brain | Body | Reboot coaching packages are delivered using our unique Six Signals® Methodology.

Our packages include the Total Health Optimisation product. The coaching is delivered by one of our experienced health experts, and sessions are online to fit in with your busy schedule.

We work with you for 6 months or a year, depending on your goals and our assessment.

- Optimise your mind, body and wellbeing
- Maintain a high level of energy
- Reduce and manage your stress levels
- Get more good quality sleep
- Maintain a consistent fitness routine

TESTIMONIAL

'The benefits that I have felt so far have been numerous – in particular I find I am sleeping really well after years of insomnia and I wake up feeling alert and energetic. I also find that I am wanting to eat much more healthily and have made tweaks to my diet recommended by my nutritional therapist. My improved fitness has made me a lot more enthusiastic and upbeat about life in general.'

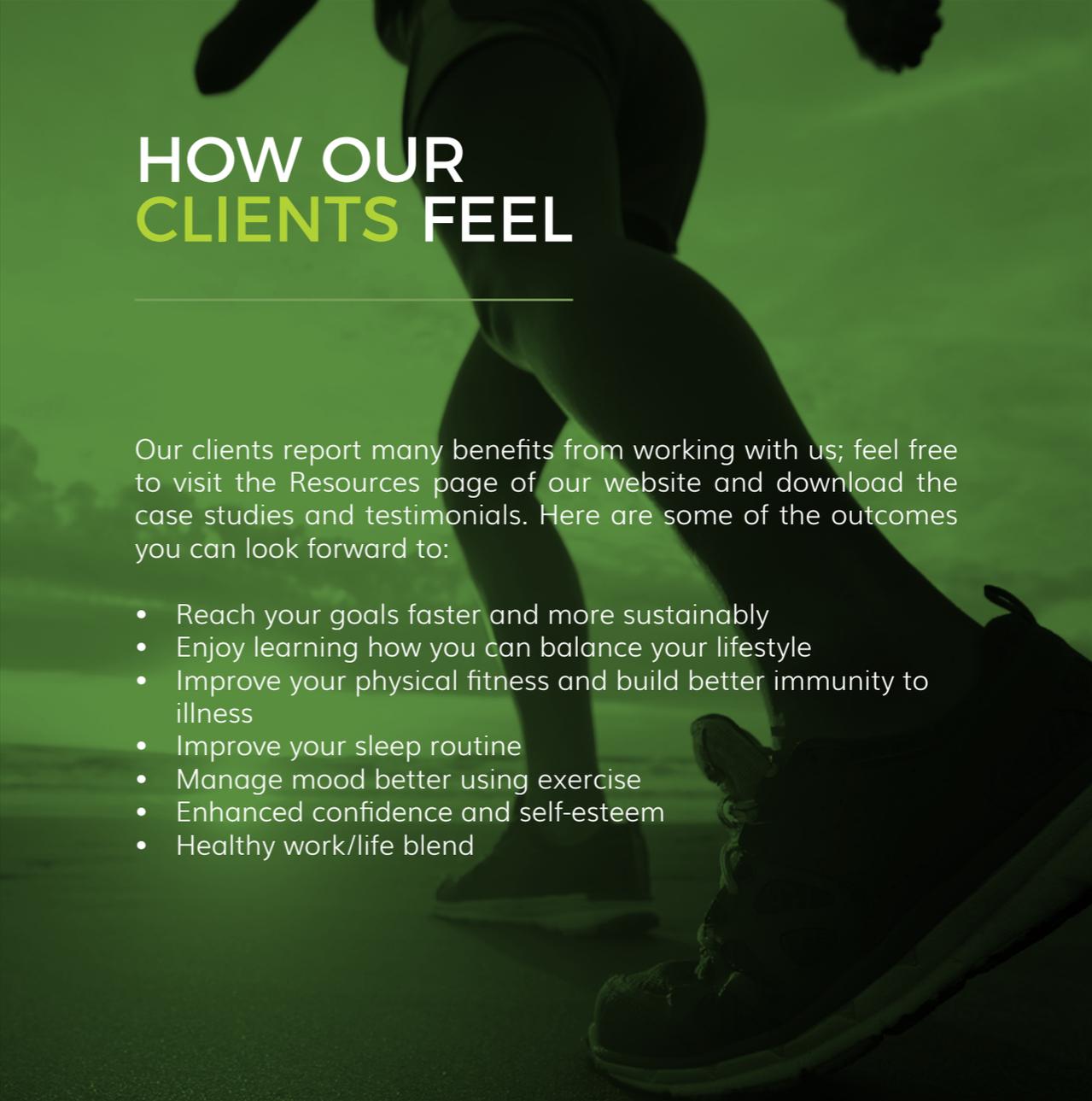
**J. CALDWELL, PARTNER
BIG 4 ACCOUNTANCY FIRM**



AT BODYSHOT, WE'VE COACHED OUR CLIENTS TO SOME REMARKABLE OUTCOMES:

- Significantly more energy for work and home life
- Full body transformation: 30kg fat loss
- Increased resilience and better mental health
- Cancelled knee surgery due to lifestyle changes
- Improved sleep, less stress and better health

Coaching is an integral part of what we do, and the Bodyshot coaches all receive coaching as well, so we know exactly how vital it is to success. Many of us are unaware of how we sabotage ourselves with negative thoughts or set goals that are either too big or too small, and that's why it's always good to work with a coach. Coaching can progress you far quicker than you could do on your own, and that's why elite athletes and businesspeople will have a coach on their team, even when they're at the top of their game.



HOW OUR CLIENTS FEEL

Our clients report many benefits from working with us; feel free to visit the Resources page of our website and download the case studies and testimonials. Here are some of the outcomes you can look forward to:

- Reach your goals faster and more sustainably
- Enjoy learning how you can balance your lifestyle
- Improve your physical fitness and build better immunity to illness
- Improve your sleep routine
- Manage mood better using exercise
- Enhanced confidence and self-esteem
- Healthy work/life blend



ARE YOU

READY?

WHAT NEXT ?

If you're ready to start making changes to your lifestyle and well-being, and are willing to match us effort for effort, then please get in touch to register your interest.

info@bodyshotperformance.com
www.bodyshotperformance.com

 @BodyshotPT

 @bodyshotperformance

 [facebook.com/BodyshotPT](https://www.facebook.com/BodyshotPT)



www.bodyshotperformance.com