

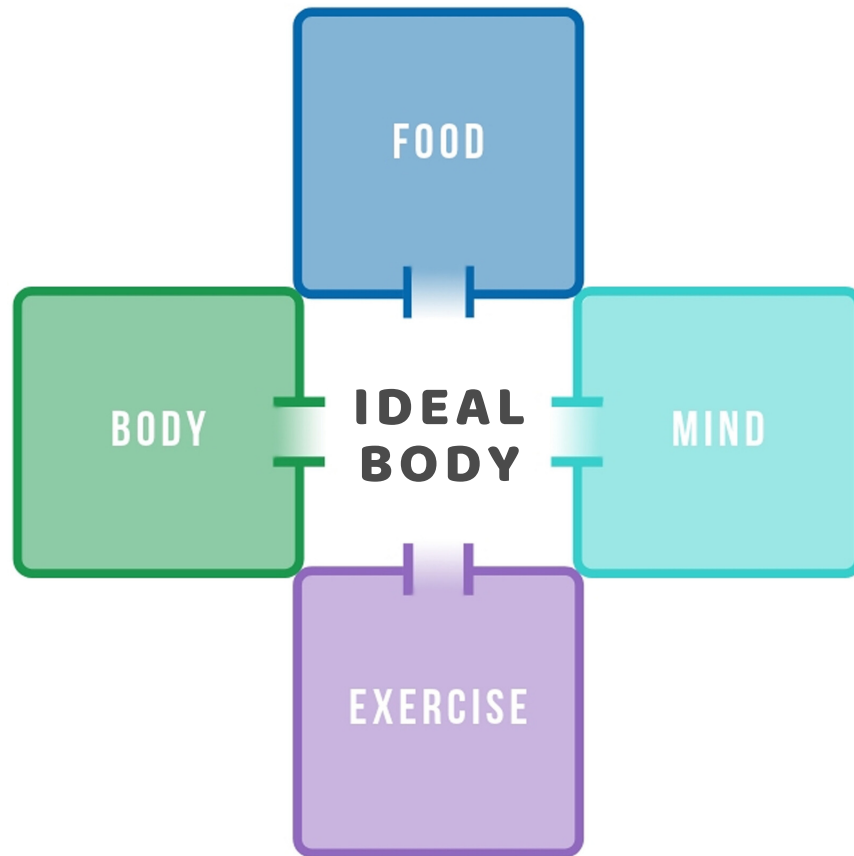
**BUILT  DAILY**

**1:1 COACHING**

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# -THE IDEAL BODY FORMULA-



Your ideal body is not something you chase after. It's something that happens by side effect.

It's a side effect of 4 core relationships - food, body, exercise, and mind.

When those 4 relationships are in alignment your ideal body is the result. That's when you feel free around food, excited about physical activity, feel at peace with your body, and are living your full life experience.

# -THE IDEAL BODY FORMULA-



I've personally applied the Ideal Body Formula to my own life.

There was a time I tried diet after diet trying to lose weight. I lost weight but always ended up frustrated and gaining the weight back.

I gave up my favorite foods in the name of weight loss only to end up eating them anyways as a result of feeling restricted and deprived.

I was in a constant battle with the scale and my body image was about as bad as it could get. I avoided people, pools, beaches, and taking photos.

I considered myself a smart person but just couldn't figure it out.

## -THE IDEAL BODY FORMULA-



This went on for close to a decade. The amount of time, energy, and heartache that went into my weight loss pursuits was mind-blowing.

The good news? I did eventually figure it out. And I started my fitness company in 2011 to help others figure it out too.






Since then I've become a NASM certified personal trainer, started a podcast (Fitness & Sushi), been featured in magazines, coached thousands of people, and have interacted with tens of thousands of people through email, website comments, and DMs.

I say this not to brag, but to show you I've seen every struggle you can imagine and have helped people of all genders, ages, and circumstances work through them.

# -THE IDEAL BODY FORMULA-

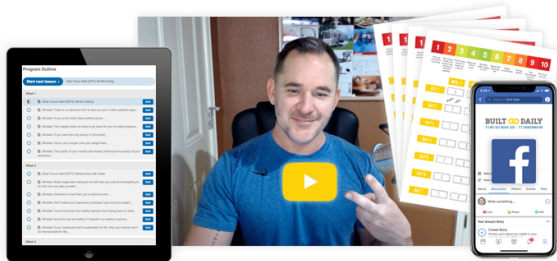


Now it's your turn. By the time we're done working together you'll...

-  have achieved your ideal body and will have improved your relationships with food, body, exercise, and mind
-  have a more liberated approach to eating - not having to count calories while also being able to enjoy your favorite foods
-  have a much improved body image so you don't feel judged for how you look and can start living your full life experience
-  like the physical activity you do, stay motivated for life, and will enjoy every moment of your lifelong transformational journey
-  feel better, be stronger, leaner, healthier, more confident, happier, more consistent, and a role model to friends and family

# -WHAT YOU GET-

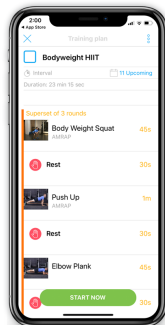
## The Built Daily Program



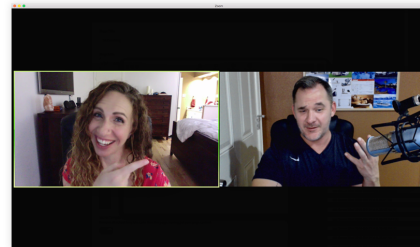
## Custom Nutrition Plan



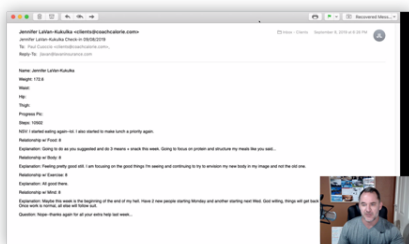
## Custom Workout Program



## 1:1 Coaching Calls



## Weekly Check-Ins



## VIP Email Coaching





# -THE BUILT DAILY PROGRAM-



Built Daily is my 10 week transformation program. It's goal is to help you improve your relationships with food, body, exercise, and mind so you can achieve your ideal body and start living your full life experience.

I sell this program for \$400, but you get it for free as part of the 1:1 coaching program.

Every day there is a short 5-10 minute video lesson for you to watch and then an action sheet to complete that helps you incorporate into your life what you just learned.

You'll be working through this program on your own and we'll be discussing it during your check-ins and coaching calls.

The program also comes with a private Facebook community so you can engage with and support other people on a similar journey.



## -CUSTOM NUTRITION PLAN-

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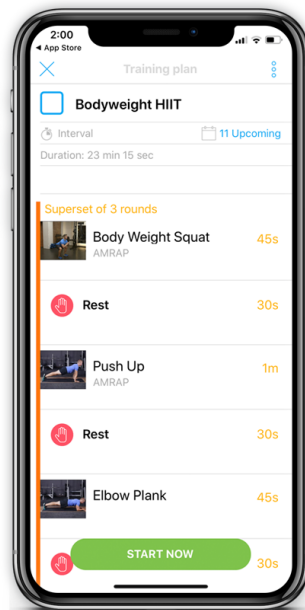
As a 1:1 coaching client you're going to get a custom nutrition plan. No, there is no meal plan. Meal plans do not help you take control of your eating, and they have a very poor long-term adherence rate.

Instead, we're going to dig down into your relationship with food and fix the root of your eating problems.

We're going to learn intuitive eating, moderation, how to overcome emotional eating, and how to navigate all those "one-off" eating situations that will happen again and again.

You might be a good candidate for counting calories or macros. If that's the case you will get guidelines to follow. Otherwise, you'll learn how to eat and reach your goals solely by listening to your body. Your nutrition plan is personalized to you!

# -CUSTOM EXERCISE PROGRAM-



I'm going to be creating a custom exercise program for you that's tailored to your skillset, goals, personality, and enjoyment.

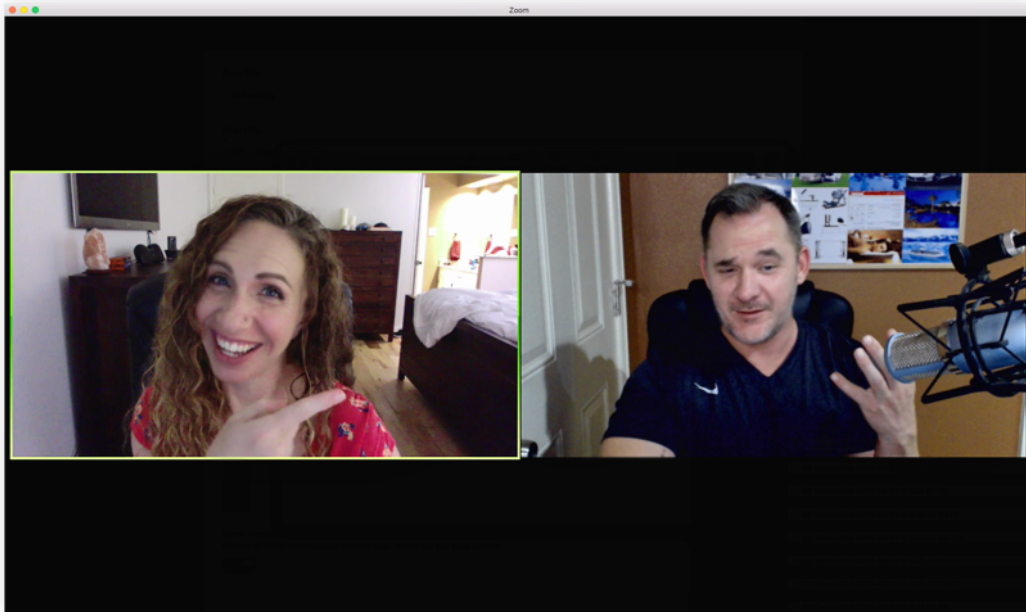
Exercise should (must) be enjoyable in order for you to be consistent with it for life. So we'll work together to find what works best for you.

I don't like to just think of this as exercise. You'll be receiving more of a "physical activity plan" that goes beyond just structured workouts, and will include other activities you might enjoy.

You're going to learn how to think about exercise the right way and will start appreciating movement for the experience it gives you instead of seeing it as a chore or simply as a tool for weight loss.

Your workouts will be provided to you through the Built Daily app, and all exercises will have demonstration videos.

## - 1:1 LIVE COACHING CALLS -



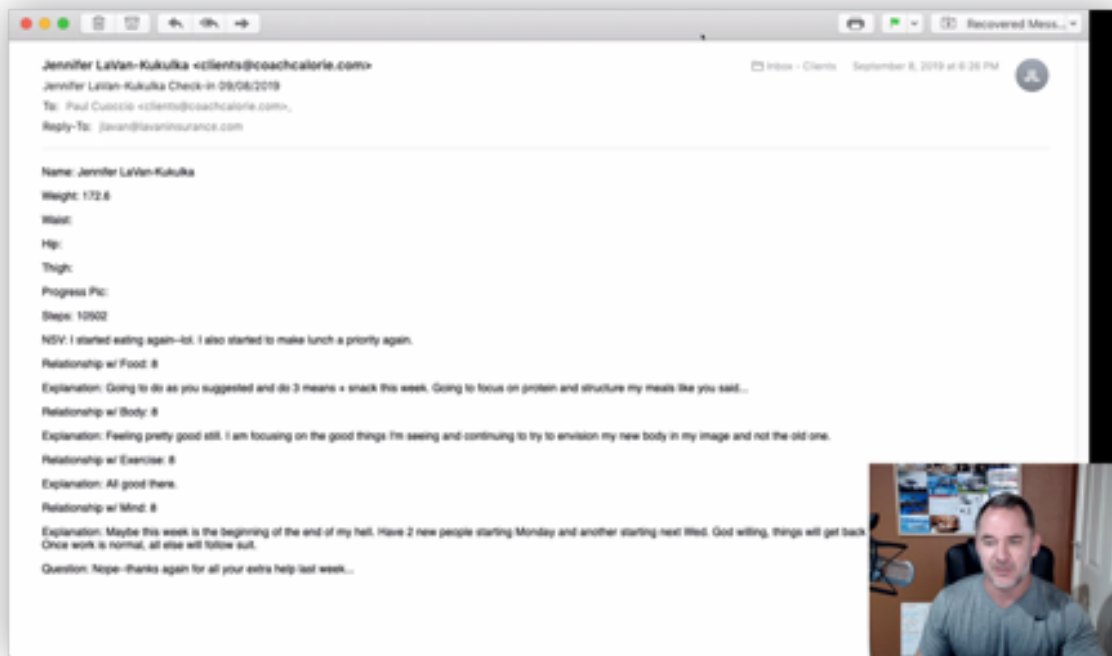
We'll start off with an in depth 45 minute call and then every month you'll get (2) 20 minute 1:1 coaching calls with me. These are done over video chat so we can see each other and connect (phone calls are OK if you prefer).

On these calls we'll be going over all your struggles and putting an action plan in place. I'll also be answering any questions you have.

These calls are an extremely valuable part of the coaching program and this is the only way for anyone to have live access to me.

Every time you finish one of these calls you're going to feel refreshed, supported, confident, and motivated to take action towards your goals.

# -WEEKLY CHECK-INS-



Every week you're going to do an email check-in and touch base with me. You'll have a check-in questionnaire to fill out that assesses your progress, as well as has you expand on your current struggles.

I'll be taking these emails and recording personalized video responses for you. You'll get to see and hear me go over your check-in and address each and every one of your struggles and give you feedback.

I'll also be making adjustments to your program for continued progress so you never feel stuck and frustrated.

## -VIP EMAIL COACHING-



Because I know questions might come up between our weekly check-ins, or you might need me for emergency support, you're also going to get VIP access to me for email coaching.

So if you ever need help with something outside of our scheduled check-in or coaching call days, you can just send me a direct email and I will get back to you ASAP.

I never want you to feel alone on your journey. This is going to be a team effort and I'm going to be in your corner every step of the way.

## -TESTIMONIALS-



**Zuzana** - "Tony has taught me one of the most important things – food is your friend, not your enemy! He helped me understand that I need to walk slowly and patiently to finally reach my dream physique but I can still enjoy my favorite foods in moderation (I love my dark chocolate granola bar). And it works. My negative mindset is fixed and I am slowly gaining back my confidence."

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**Nikki** - "I was originally attracted to Tony because of his "no gimmick" mentality. Working one on one with a coach is definitely what I needed. It's great being able to ask questions to a human and have that interaction. I REALLY wish I would've found him several years ago!! I'm very appreciative to what Tony's done for me, and I'm excited to see where I get in the next couple of months."

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**Diane** - "I always struggled with what to eat and how many calories. I'm an avid gym goer, an instructor, and a runner. But even with all that, I was gaining weight, not losing fat or inches. Then I found Tony's program. He is very supportive and accessible. I was losing pounds almost immediately, and my clothes fit better which is what I wanted all along. Thank you Tony! I've learned so much from you."

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**Marlin** - "Thank you Tony for all your help! I can't say enough good things about your coaching program. I was both under eating and over exercising but thanks to you, I learned I can eat anything as long as my portions are in check and I don't have to spend countless hours at the gym. I'm so grateful for all your coaching...couldn't have done this without you!"

# -TESTIMONIALS-



Joanie Brady

1 hr · 📍



Below is my testimonial. As I told Tony in my email, I could have written 3000 words! This program has helped me so much, I feel like, all my life, I've been trying to find the combination to a lock that just wouldn't open. The tumblers were never aligned properly and I could never hear that "click" that meant that success had been achieved. This program has, I truly believe, unlocked the combination in my heart and mind for me to continue on this healthy journey. Thank you so much, Tony, for making us dig deep and THINK about thinking about food in a whole new way. Best of luck with your future clients!

I signed up for Built Daily because I have struggled my entire life with my weight and with my relationship with food. I was tired of the rollercoaster of losing and then 'falling off the wagon' and then mustering every ounce of strength I had to try to climb back on again. *I was ready to change my mind so I could change my body.*

After this 10-week Built Daily program, I can honestly say that I FEEL like a different person. I actually get up in the morning and feel AT PEACE with food...not worried about what the scale says, not obsessing about what I'm going to eat or not eat, not comparing myself to anyone else and coming up short.

I highly recommend Built Daily to anyone who is looking for a way to change their outside from the inside. It's not a diet; it's not an exercise plan. It's a LIFE plan. And it has made mine a whole lot better.



# -TESTIMONIALS-



**Brenda Howson**

Yesterday at 8:39 PM •



I signed up for Built Daily a broken dieter with an awful mindset and body image. I was literally at the end of my rope wondering how I was going to fix myself. I've tried every different diet but none of them helped.

When I read about Built Daily I had hope. The education portion along with action had my attention.

I had many breakthroughs during the 11 weeks but the stand outs are:

1. I've lived in an all-or-nothing state for almost 20 years, dieting hard out or bingeing until I'm stuffed. Built Daily really challenged my mindset on that and I'm so happy to report that my mind is changing to a moderation relationship with food. A mindset of abundance not scarcity. I've banished the food police and I'm on the road to healing my relationship with food.

Investing in this program is investing in yourself. You ARE worth it. Built Daily will give you the tools and education to change your relationship with food and exercise, your body image and mindset.

# -TESTIMONIALS-



**Diana Beatty**

Monday at 12:53 PM · 📷



I was concerned I would feel I had wasted money on yet another program, but of everything I've tried, this has definitely been worth the price. I am very pleased to say Built Daily is something I can use for life and that finally addresses what no other program has – the mind – where the vast majority of the real work takes place.

Over the course of this program, I have come to appreciate my body more for what it allows me to do, and I have transformed my goals related to food and fitness to be process-oriented and designed for life enjoyment, as opposed to thinking of my body primarily in terms of appearance and setting my goals based on a set of numbers.

I seek physical activity for enjoyment instead of just 'exercise', and I eat all foods I want but I now have better tools for managing my eating in ways that suit me. I also now can manage those incidents when I don't make the best choices without letting them derail me from my plan altogether.

I am truly now more at peace with my body and with food.

I strongly recommend Built Daily – it will give you tools you can use for a lifetime that make sense and fit your own personality and needs.

# -TESTIMONIALS-



**Christine McDowell Haden**



September 12 at 4:45 PM · 📷

I haven't posted much in the group, but I'll probably make up for it now. I worked on the Recognizing Wins lesson and action sheet today, and I realized just how much my mindset has changed over the last 10 weeks. Here's a sampling:

- When I'm eating, I am much more aware of when that feeling of fullness starts to come on, and I pay attention to it instead of plowing through it to finish what's on my plate.
- I am much more aware of portion sizes, and what looks like "too much food" to eat at one sitting.
- I eat when I'm hungry. Not when the clock says its "time" for dinner.

I've released 47 lbs. since starting BD and WW together. I don't say I've lost weight, because losing something implies you want to find it. And I have no intention of doing this again. I plan to get down to a healthy weight and stay there. And I will use the mindset training from Built Daily to accomplish this.

Thank you, Tony, from the bottom of my heart, for sharing your knowledge and wisdom, and making it available to all of us. Your down to earth delivery really resonates with me. I wish everyone in this group all the best.

# -TESTIMONIALS-



**Ginger Smith**

Thursday at 1:26 PM · 📷



Built Daily came into my inbox and sounded totally different. At first I thought it would be just another waste of money, that I wouldn't really succeed in even finishing the course much less learn anything. After several days arguing with myself about the cost and if I was really serious about learning another approach to help my body and the physical pain as well as the mental depression that goes with having a chronic medical disorder, I took the plunge and have been extremely happy that I did!

One of the main breakthroughs that I had involved my body image. I hated my body, my fat and all the pain that I constantly endure. But with Tony's help I learned that my body, food and exercise are not the enemy. I can love myself and care for myself intuitively by paying attention to my own body's cues and not going by strict dietitians rules and the clock. Finding new healthy food that actually helps to heal my body and just doing exercises that I'm capable of has been so much easier to deal with. Learning to love my body for what it can still do has been life changing!

This course is absolutely fantastic! The layout is very logical and progresses easily to be absorbed into your life and really makes a difference. I have made peace with food, exercise and most importantly my mind and my desire to continue on this journey called life.

# -GET STARTED-

It's time to make a decision. Signing up for coaching is telling yourself that you're worth it and that you're tired of living a life of struggle surrounding your food and body.

Together we're going to put that struggle to an end and empower you to transform your life.

Your next step is to fill out a short application and to schedule your complimentary 15 minute strategy call.

On this call we'll go over your goals, struggles, and determine whether the coaching program is a good fit.

If you're ready to invest in yourself and commit the foreseeable future to your transformation, click the button below to apply...

**CLICK TO GET STARTED**

or go to - <https://builtdaily.com/coaching>