



GET COACHED – SEE RESULTS

Ilene Block, the founder of Silver and Strong Fitness, knows how to get results. Her own health, fitness and vitality are a product of the same program she teaches her clients. This program is founded on the concept of “give a woman a fish and she eats for a day; teach a woman to fish and she’ll eat for a lifetime”. The Silver and Strong System™ teaches clients lifestyle skills based on its three pillars: Macros, Muscles and Mindset.

MACROS:

The first pillar of the Silver and Strong System™ is learning about macronutrients, (“macros”), which are made up of protein, carbohydrates and fats. You will learn to plan your daily meals around recommended grams of macros per meal. This process teaches you to make healthy food choices to meet your macro requirements. You will learn how to eat within your macros while living an active, social, healthy lifestyle.

As a Silver and Strong client, you will be provided weekly macros broken down in 5 to 6 meals based around your training. These macros will be reviewed weekly and adjusted as needed to meet your goals.

MUSCLES:

Strength training is the second pillar of the Silver and Strong System™. Without strength training, muscle mass decreases approximately 3–8% per decade after the age of 30 and this rate of decline is even higher after the age of 60. The good news is that strength training can help you maintain and rebuild muscle at any age. Even if you’ve never lifted a weight before, it is not too late for you to learn proper form, how to strengthen your muscles and to retain that strength as you age.

As a Silver and Strong client, you will be given daily workouts one week at a time. These workouts will include strength training exercises, which include warm up and cool down exercises, mobility and cardio sessions as needed.

MINDSET:

It's often said that the most powerful “muscle” in your body is your brain. How you perceive yourself, your actions, your challenges and your potential for success all affect your outcome. Many of us engage in self-sabotaging activities without being aware we do so. This is why the third pillar of the Silver and Strong System™ focuses on your Mindset. This pillar teaches you the process of becoming aware of your self-perceptions, which often fuel your actions, your likely outcomes and your obstacles. For example, do you look at a task and think “Oh, I could never do that” when you’ve never tried? We will provide tools to help you determine where your potential mindset blocks are and how to



overcome them. Being aware is the first step to change. If you change your thinking, your body will follow.

As a Silver and Strong client, you will meet weekly either directly with your coach or with your coach and a small group of other similarly situated clients. These sessions will have a myriad of purposes over time, including discussions around mindset blocks or challenges, tools/habits to overcome those challenge and/or change your mindset as well as discussions about different exercises, muscles groups, recovery and many, many other topics all related to healthy aging.



CURRENT SILVER AND STRONG PROGRAM OFFERINGS

One on One Personalized Coaching

Silver and Strong Fitness currently offers a limited number of slots for one on one personalized coaching at outlined above.

If, upon review of your application, including your My Macros entries, you are deemed to be a good fit for our program, you will be offered a slot to participate in our One-on-One coaching program.

- ❖ The cost is \$400 for 4 weeks.
- ❖ The initial commitment is 12 weeks (\$1200)
- ❖ Payment in full is due within 5 days of receipt of notice of acceptance into the program and receipt of a Training Agreement.
- ❖ Beginning week 13, you may renew for another 12 weeks at the same rate or move to a 4 week commitment for a slightly higher price.

We are excited to give you the opportunity to invest in your health, your fitness and your commitment to healthy aging.

Please send any questions to info@silverandstrong.com.

We look forward to receiving your completed application.