



JLPT PORTFOLIO

NI B-FIT AWARDS 2023

BY JAY LUDLOW

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MY PURPOSE, EDUCATION & EXPERIENCE





MY PURPOSE

BACKGROUND

When playing football for Portadown FC, I was too skinny and got shrugged off the ball too easily - so I needed to bulk up. I also didn't have much luck with the ladies so I needed that extra boost of confidence. I quit football and weight trained full time because I loved it and ended up completely transforming how I look and feel. Now, I teach people how to do the same.

MY PURPOSE

The fitness industry is saturated - but not with good quality coaching. I want to use my experience and knowledge to educate clients how to completely transform their body, build a renewed level of self-confidence and learn how to maintain it for a lifetime, all for an affordable price.

SCOPE OF PRACTICE

I work with general population clients in a 1-1 environment as well as providing a more cost-effective approach through online coaching, currently helping over 30 people on top of the 150 people I've benefitted in the past.

Jay Ludlow

J. Ludlow



EDUCATION & EXPERIENCE

EDUCATION

- Sports & Exercise Science BSc, LJMU
- Sports & Exercise Nutrition MSc, UUI
- Level 2 Fitness Instructing
- Level 3 Personal Training
- Personal Training Mentorship
- N1 Biomechanics
- M10 Practical Workshop
- Coaching Concierge
- J3 University

EXPERIENCE

- Personal Trainer for 3 years
- Online Coach for 2 years
- Head coach at Body Construct
- Launched my own training app
- Portadown Football Club Sports Nutritionist
- Sport & Exercise Nutrition Registrant (SENr)

SERVICES & RESOURCES



(online coaching)

	PERSONAL TRAINING	BODY CONSTRUCT
SESSION TYPE	Appointment	Flexi
AVERAGE DURATION	As many months as needed	8 to 24 weeks with option to continue
WEEKLY SCHEDULED CONTACT TIME	2 hours in-person	30mins Zoom/10mins check-in
TECHNIQUE ASSESSMENT	In-person	Video Recordings
TRAINING & NUTRITION PROGRAM	✓	✓
2x RECIPE BOOKS	✓	✓
WEEKLY GROUP DISCUSSION CALLS	✓	✓
PRIVATE FACEBOOK GROUP	✓	✓
VIDEO EXERCISE TUTORIALS	✓	✓
24/7 IN-APP SUPPORT	✓	✓

When people enquire, they follow a very simple and efficient process:

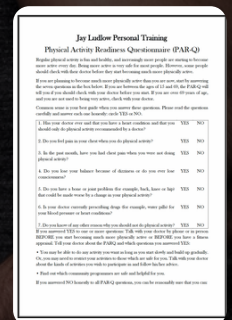
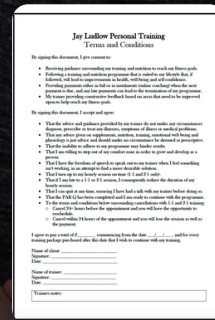
1. CONSULTATION

I arrange with the prospect a consultation, whether that be in-person, zoom or a phone call. Here I provide an overview of the process and gain important information about the client.



2. PAR-Q & T&C'S

Upon sign-up, the client will read and sign the PAR-Q and Terms & Conditions forms. These outline safety precautions, health declaration and my cancellation policy.

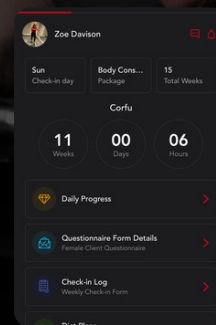


T&C's

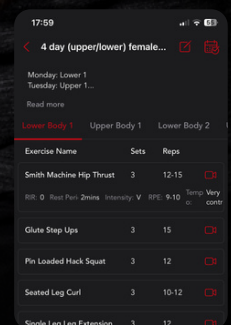
PAR-Q

3. GOAL SETTING

Before designing the individualised program, we talk through their goals and how I can help them. They will then complete a questionnaire which will clarify this information within the JLPT app for future reference.



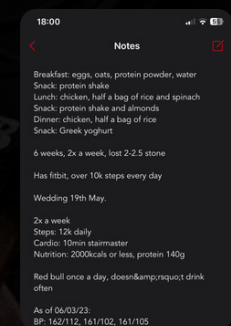
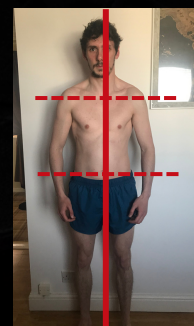
GOALS



PROGRAM

4. INDIVIDUAL ASSESSMENT/SCREENING

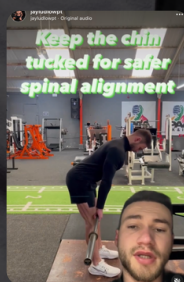
The first session will comprise of an individual screening, involving photos, weigh-ins and body measurements. In addition, 1-1 clients are tested for blood pressure readings and practical movement assessments.





JLPT APP

My very own custom-built app houses everything the client needs such as workout plans, diet plans, calorie tracker, check-ins, goal setting and much more!



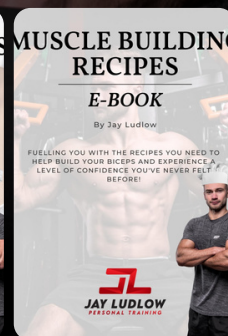
EXERCISE-TECHNIQUE LIBRARY

There is a library full of exercises with voiceovers detailing the specific cues that I would like my clients to adhere to when performing the exercise. My Instagram is also full of common mistakes to avoid.



JLPT EDUCATIONAL VAULT

Everyone has access to JLPT Education, a resource for those who prefer visual tutorials on important subjects such as fat loss, progressive overload and how to weigh and track food with perfect accuracy.

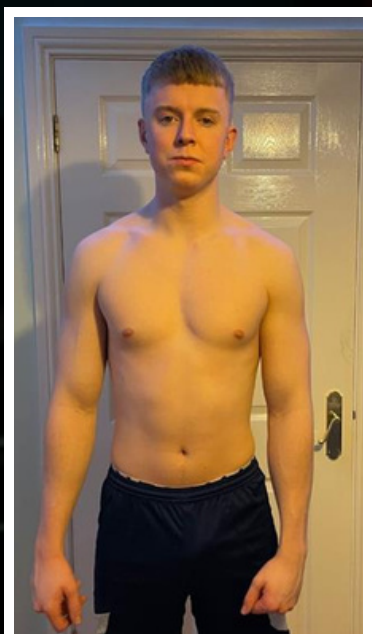


JLPT RECIPE E-BOOKS

Clients will have access to two of my custom-made recipe-ebooks for both fat loss and muscle building. They match the 3 values of key nutrition principles: goal-orientated, convenience and taste.

CLIENT TRANSFORMATIONS & TESTIMONIALS





HOW WE GOT LUKE FROM THIS TO THIS!

NAME: Luke McCartney

AGE: 22

GOAL: Build muscle and be photoshoot ready

STARTING WEIGHT: 75.85kg

BULK WEIGHT: 82.7kg

PHOTOSHOOT WEIGHT: 71.55kg

COACHING METHOD: Online

THE CLIENT

Luke came to me as a quiet, apprehensive individual who played football x3 per week. He struggled with his confidence, gym knowledge and didn't know how to reach his muscle-building goals.

THE PROCESS

After an in-depth consultation, we decided that being coached online was Luke's best option for success, as he had some previous gym experience, required flexibility and ultimately wanted to be able to continue this on his own with confidence after the program.

THE PROGRAM

We measured essential data weekly and adjusted training and nutrition variables to suit his goals. Firstly, to increase his muscle mass we entered into a gaining phase. We then implemented selective dieting methods to ensure he was photoshoot ready. We made sure that safe and effective programming was of top priority throughout to ensure we sustained a healthy and rewarding result. Not to mention Luke was able to motivate himself through lockdown, train around a dislocated shoulder and manage recovery alongside football under my accountability and guidance.

THE RESULT

- Physique changed completely
- Confidence through the roof
- Well respected within the gym amongst peers
- Knowledge on efficient training and nutrition increased
- Learnt discipline and how to implement it on his own

WATCH HIS PHOTOSHOOT BTS!: <https://youtu.be/8bJIEc0KWEA>

(Or watch from the attached document)



TRANSFORMATIONS

Below are EIGHT of my favourite client transformations, that are more than just visual changes. It's been a pleasure to help change these people's lives!



Uel McCreary
30
Fat loss

Uel has now lost 40kg in a year from online coaching and changed his life around in the process. He is now looking to bring out muscle definition and I can't wait to see what more we can achieve.



Michael Hamill
28
Fat loss

Michael struggled to lose weight in the past and once he hopped online with me that all changed for good. He lost 11.1kg in 3 months and was told by his gaelic coach that he was one of the fittest in the squad after being the unfittest 3 months prior!



Chris Blevins
28
Fat Loss

8 weeks is all Chris needed to get in shape. 40 hours in work each week, new born son and a family man, yet nothing was stopping us losing a stone in 8 weeks.



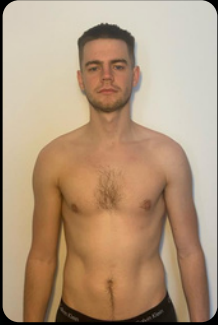
Michelle Devine
29
Fat loss

Michelle started off with 1-1 PT in April '21 and we managed to completely change her life through sustainable eating habits and consistent training. She then used online coaching to help her get photoshoot ready before entering her 30's!



TRANSFORMATIONS

CONTINUED...



Luke Wilson
21
Muscle gain

Luke is a young semi-professional footballer who needed to bulk up if he had any chance of competing against any of the bigger lads in the Irish League. We added 8.7kg in 12 weeks through online coaching and he got into the best shape of his life.



Charleigh Usher
18
Fat loss

Charleigh was a school student who didn't know how to get her weight down for her formal. We quickly overcame this with 1-1 PT and seen massive changes losing just over a stone!



Zoe Davison
25
Fat loss/muscle gain

Zoe was unhappy with her weight throughout lockdown, and after consistent training with 1-1, she moved to online coaching and achieved an amazing photoshoot transformation.



Christian Stewart
25
Muscle gain

Christian is a footballer who needed to bulk up and improve performance as well as body confidence levels as he was unhappy with the way he looked. 12 weeks into 1-1 PT and we transformed not only his body and mind but his footballing performance as well.



ACHIEVEMENTS

It's more than just a before and after photo...



1-1 client Regan told me she could never hold a stein due to the arthritis in her hand... I took that personally!



Here is a representation of the weight Uel has lost in 6 months, by holding onto 30kg worth of iron.



Zoe struggled to perform even a band-assisted pull up in the beginning, now her PB is 12, unassisted!



Michelle has never fitted into XS trousers before, so here we have her feeling as confident as ever for her up and coming job interview.



TESTIMONIALS

"I approached Jay in the gym a few months back, as I had been struggling with a running injury so wanted to concentrate on my gym workouts. I knew I needed someone to keep me accountable so I'd stick to my training plan. Having asked around and looked online Jay's name kept coming up, I had a look at his Instagram page and could see that he was getting some great results from his clients. I also spoke to a few gym members who were training with him before I spoke to him in person. He set me up a 3 day a week plan so I could still get the odd run in when I could, and also worked the 1-1 sessions around my shift pattern. I'm happy to say he pushed me when I needed it, gave honest feedback and critiqued and corrected my lifting form. I'm lifting better and even heavier on some of the exercises now and feeling great again. Got a nice compliment from another PT on how I'm looking too! I'd recommend Jay to anyone looking for a PT, his approach, knowledge and drive to get you where you want to be is excellent. And following him on instagram you will see that he give a lot of free content and advice on form, machine set ups, and the odd recipe too! Highly recommended " - Paul Murray



"I started online PT with Jay 6 months ago while we were in lockdown for extra motivation and I ended up extending my first 3 months to another 3 as I enjoyed the programmes that much, as a fairly experienced trainer Jay was able to keep me motivated and push me to my max every session in order to get the best results. I recommend anyone to give Jay a shout in order to reach their fitness goals" - [Luke McCartney](#)



"I did a 12 week online training programme with Jay. This was the best option for me as I work shift and never know when I could be working. I was lacking confidence and wanted to be a lot fitter and with working long hours I struggled to keep fit. Over these 12 weeks I had the perfect training programme and no matter what got in the way I was always able to adjust my training. This was made so easy with the app provided and meant I could work out any day and at any time. Jay was always on the other side of the phone and was so fast to respond to any questions. I highly recommend!!!" - [Linzi McClure](#)



A man with a beard, wearing a dark hoodie and shorts, is sitting on a gym bench and lifting two dumbbells. The dumbbells have '25' and 'FORCE' written on them. The background is a gym with various pieces of equipment. The image is overlaid with a dark grey filter.

FUTURE AMBITIONS

BODY
CONSTRUCT

HOW COVID-19 CATAPULTED MY BUSINESS

After launching my 1-1 business amidst the pandemic, I didn't let the second lockdown in 2021 defeat me. Instead, I used it to my advantage and moved parts of my business online, which then lead to the creation of my signature program "Body Construct". Now, I have 20+ clients on this program and limit my 1-1 services to only 10. This has given me so much of my time back to educate myself further and I feel a lot more fulfilled as a result.

FUTURE AMBITIONS

I feel like I have had massive impact within my county over the last few years, and would like to have an even bigger impact nationally by reaching a broader audience. The bigger the impact I have within my country, the bigger the brand grows allowing me to transform the lives of not only 100's but 1000's of people.

I know I can't do it all alone. I'm in the midst of recruiting a new coach to help with the development of my brand and expand my audience. Once this is set in stone and the systems are in place, my mission of having a bigger impact nationally will be even easier to achieve.

Jay Ludlow

A handwritten signature in white ink that reads 'J. Ludlow'.



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