

OlderBeast™ Personal Coaching

Why Use a Personal Health & Wellness Coach?

Often, knowing what we “should” do isn’t enough.

Sustainable change requires seeing obstacles clearly and changing behavior thoughtfully.

And sometimes, feeling accountable to (and getting a friendly push from) someone is critical.

OlderBeast coaching helps you:

- ❖ Create sustainable motivation
- ❖ Make and follow an initial, custom plan
- ❖ Refine your plan into a long-term blueprint

Goal: equip and support YOU as Architect of your own body-and-soul health, for the decades to come. And, have fun (really).

Short- and Long-Term Benefits

- ✓ Get on track to feel great, look your best, keep getting happier and live long...no matter today’s starting point
- ✓ Personalized, balanced and varied fitness program for endurance, strength, flexibility & balance
- ✓ Integrated with practical nutrition + mind-and-spirit wellness-enhancing habits: “the whole you”
- ✓ Right amount and type of structure to keep you accountable, cement motivation, and avoid failure points...
- ✓ ...while ALSO equipping you to independently take charge of your own lifelong body-and-soul health

These are benefits you DON’T get if you “just” join a gym, start an XX-day program, take up a single activity, work with a trainer, or read websites & magazines!

Coaching Is Especially Helpful If You Want...

- ✓ To “go independent” (no trainer or highly-regimented fitness program)
- ✓ A varied fitness routine you learn how to mix for yourself, including outdoor + home activities (not just “go to gym”)
- ✓ A practical, principles-based nutrition approach and motivation to follow it (not a “meal plan” you exactly follow)

Someone to help motivate, challenge and support you—with a friendly but objective, results-driven perspective.

**How Does It Work?
See Next Page...**

OlderBeast™ Personal Coaching – Program Details



3-12 months (most-commonly 4-6 plus lighter “maintenance” follow-on)



1. Diagnostic & Inventory

Client responds on own to structured info requests:

- Fitness history, current habits
- Nutrition history, current habits
- Wellness inventory
- Values, Priorities & Goals
- Challenges
- Baseline “biometric” and other health data

2. Kick-off & Initial Planning

Two in-person or online video meetings (7-10 days apart)

1. In-depth discussion of diagnostic & inventory info; collaboration on elements of initial plan
 2. In-depth review, refinement of personalized plan to start and ramp-up new behaviors
- Agreement on how to work together during next phase

3. Ramp-up, Refine, Habit Lock-in

- **Weekly check-ins** (email, text or short calls) for accountability, troubleshooting, topics discussion
- **Monthly meetings** (in-person or online video) – adjust, refine and expand ramp-up
- **Tracking vs. specific goals & challenges** within the Plan
- **Purpose-specific support** for parts of ramp-up (e.g. selecting a gym or fitness gear)

4. Architect of Body-&-Soul Health

- **Fitness:** activity mix, techniques, gear, and places settled into routine; foundation for evolution
 - **Nutrition:** overall approach developed and taken root; go-to healthy foods, habits established
 - **Wellness:** vision and goals for overall wellness crystallized; initial Do/Don't habits formed
- **New habits and ways-of-being are robust, resilient and self-expanding!**

About Mark Teitell (pronounced “Tie-TELL”)

I help you build sustainable commitment to fitness, nutrition and overall “wellness,” in service of your most important life goals. We work as partners to make a holistic plan that’s right for you, get momentum and address challenges, and lock in healthy habits.



My mission: help you become the intrinsically-motivated Architect of your own body-and-soul health.

My path to coaching helps me truly understand the real world clients live in. I’m not a doctor, scientist or former pro athlete. I’m not a 20-something trainer who lives in the gym. I’m a regular guy with a wife and two kids and a house in the suburbs, with a 25+ year corporate career before following my passion into Heath & Wellness. I’ve “been there” on 24/7 work demands, travel, children and a marriage to nurture...all while needing to take care of yourself, too.

In the early 2000’s, I was 15+ pounds overweight, over-stressed, and on an unhealthy—if all too common—path. I got motivated to “double down” on fitness and nutrition, and since then I’ve obsessively studied what works, experimented on myself, and learned from others’ experiences. I feel better at 50 than I did in my late 30’s and 40’s – and I want to help other people feel that way, too.

The goal: feel great, look our best, keep getting happier, and live long!

Over the years, I’ve become informal adviser and coach to numerous friends and colleagues. Recently, I formalized this role to work with clients. I’m now studying for two coaching certifications. While that’s in-process, I’m working with a small number of clients in “beta” mode.

In addition to coaching, I write about these topics, with a special focus on guys 40 and older, at www.olderbeast.com.