

After 7 Days to better running challenge

Hi Sarah,

Thanks for being patient whilst I got your feedback put together. I've attached it to this email as a PDF file for you to take a look at.

There are a couple of areas I see as being "low hanging fruit" where it should be possible to make some pretty big improvements in just a short amount of time. If you're unsure of anything in the feedback, just let me know :)

Have a great start to the week,
– Liam

theNEW RUNNER

Good morning Neil - I appreciate you getting in touch,

It's encouraging to see you'd like to start off your running the right way, that way you will have a solid foundation that sets you up for more success and a smoother ride further down the road.

Interestingly I also returned to the UK three years ago, having spent the previous four living and working in Munich.

The Loch Ness Marathon is a fantastic event, I usually have a couple of runners who run it annually. Ultimately though your enjoyment at any event comes down to how well prepared you are.

For me, if someone is going to invest the time and energy to train for such an event, it's only fair their performance reflects that and that they can enjoy the experience too.

I'd like to take a deeper look at you and your running, so I can really figure out what you need to get to where you want to be, and if I believe I or one of my coaches can help you do that.

What I suggest, is coming onboard for a free two-week trial. That'll give me a chance to figure out exactly what you need, whilst you can test out the coaching to see if you enjoy it.

If you'd like to do that, [head over here](#). Feel free to send over any questions or comments, and I'll do my best to answer them for you.

Looking forward to hearing from you,
-Liam

INJURIES AND NUTRITION

Hi Craig - I appreciate you getting in touch,

It seems like you have a couple of areas in your running that are holding you back right now, a couple that jump out at me are around nutrition and weight loss, and managing injuries and niggles.

You may have already seen that I was a sports physio for 10 years, before committing full-time to coaching. My approach with all my runners, is to fix any injuries up to a level where they will never bother you again, whilst at the same time preventing new ones from ever happening.

There's nothing worse than running, whilst always worrying when the next injury will come back or show up.

For me, if someone is going to invest the time and energy to train it's only fair their performance reflects that and that they can enjoy the experience too.

I'd like to take a deeper look at you and your running, so I can really figure out what you need to get to where you want to be, and if I believe I or one of my coaches can help you do that.

What I suggest, is coming onboard for a free two-week trial. That'll give me a chance to figure out exactly what you need, whilst you can test out the coaching to see if you enjoy it.

If you'd like to do that, [head over here](#). Feel free to send over any questions or comments, and I'll do my best to answer them for you.

Looking forward to hearing from you,
-Liam

PACING PROBLEMS

Good afternoon David - I appreciate you taking the time to get in touch.

You touched on pacing quite a few times in your responses. Not surprisingly, it's an area where most runners really lose out.

There's a fine balance between knowing when to push, and when to hold back to get the most from your training - we have a clear system we use with our runners, that makes things very simple, so it's never going to be a concern ever again.

If you'd like, I can take a deeper look at your running to show you how you can implement this system, and figure out what you need to be doing to hit your big goals. The simplest way to do that, would be to come on board for a free two-week trial.

That would give me the chance to take a deeper look and figure out exactly what you need, to start seeing the results you want from your running, whilst you get the opportunity to compare what it's like working with experienced coaches - risk-free.

To take that opportunity - [click here](#). If you've any questions or comments, just get back to me and I'll do my best to help you out.

Looking forward to seeing what you can do,
-Liam

A GOAL TIME

Good afternoon John - I appreciate you getting in touch

jumping right into things, did you have a particular marathon or timeframe in mind with your 3 hr 45 goal?

Despite everything being up in the air at the moment, there's no reason why you can't continue to improve so that you're all ready to go when the time comes.

Whether or not 3:45 is a good goal for you to aim for, is another matter. You may be overreaching, or more than likely, actually not aiming high enough. Without knowing more details about you and your running right now, it's impossible to say.

What I can suggest, that will allow me to figure out exactly what you need to be able to reach your goal, is to come on board for a two-week trial. There are no costs involved, it's simply an opportunity for me to take a look at you, and figure out if I'm able to help you get to where you want to be.

If you'd like to take me up on that, you can do so by [clicking here](#). if you've any questions, please fire them over and I'll do my best to help you out.

Looking forward to seeing what you can do,
-Liam

MORE INJURIES

Good morning Mark – I appreciate you taking the time to get in touch,

Despite everything being up in the air at the moment, there's no reason why you can't continue to improve your 5k time, and work on your marathon speed so that you're all ready to go when the time comes.

You may have already seen that I was a sports physio for 10 years, before committing full-time to coaching. The approach with all my runners, is to fix any injuries up to a level where they will never bother you again, whilst at the same time preventing new ones from ever happening.

There's nothing worse than running, whilst always worrying when the next injury will come back or show up.

For you, that's going to mean looking in more detail at what's going on your left foot and glutes (I wouldn't be surprised if they're linked). By improving things there at the ground level, it will directly improve all of your running.

The fact that you travel a lot, shouldn't impact your training focus. The way I approach things, is to make sure you're getting the very most out of every training session you can do, regardless of how much or how little that is. I have quite a few runners with tricky schedules, where we flip over from growth to maintenance mode when they know time will be limited.

If you'd like, I can take a deeper look at your running to figure out what you need to be doing to hit your big goals?
The simplest way to do that, would be to come on board for a free two-week trial.

That would give me the chance to take a deeper look and figure out exactly what you need, to start seeing the results you want from your running, whilst you get the opportunity to compare what it's like working with experienced coaches - risk-free.

To take that opportunity - [click here](#). If you've any questions or comments, just get back to me and I'll do my best to help you out.

Looking forward to seeing what you can do,
-Liam

UPCOMING RACE

Good morning Monica - I appreciate you getting in touch,

Let's jump right into things with your running. There's no reason why most people can't come out of the other side of these next weeks and months, in a better condition than they went into it.

For you, I'd suggest putting in the groundwork now that's going to set you up to do well and enjoy your half marathon in September.

If you'd like, I can take a deeper look at your running to figure out what you need to be doing to hit your big goals?
The simplest way to do that, would be to come on board for a free two-week trial.

That would give me the chance to take a closer look and figure out exactly what you need, to start seeing the results you want from your running, whilst you get the opportunity to compare what it's like working with experienced coaches - risk-free.

To take that opportunity - [click here](#). If you've any questions or comments, just get back to me and I'll do my best to help you out.

Looking forward to seeing what you can do,
-Liam

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Looking forward to seeing what you can do,
-Liam

PRICING AFTER TRIAL

Hi Neil - thanks for your message,

It's never nice being in an uncertain position, and there's certainly a lot of that going around at the moment! I hope you get some positive news through soon.

The two week trial, is simply my process of figuring out firstly if I see potential in you, and if I believe I can help you, and secondly, which coaching approach would be the most effective method of getting you there.

Here are the rough stats following the trail:

- 40% of people get sent on their way with my best advice, as I don't think they'll be a good fit to work with me
- 20% have serious foundational issues that need to be fixed, before I can consider putting them into consistent training, and will first head into the SpeedStrength plan costing £49p/m
- the remaining runners get matched with either myself, or one of my coaches, depending on who we think they'll do best with. In reality, every runner we take on will benefit from all of the coaches knowledge, as we speak and strategise about our runners daily, but to keep things organised you'll be paired with a head coach who's your main point of contact - depending on what you need from the online coaching, this can range from £97 - 175 p/m

A bit of a non-specific answer, but hopefully it gives you an idea of where you could end up in that system.

Any other questions, just let me know.
Catch up soon,

Good morning,

The 2 week trial is completely free, no commitments or costs to pay. It's simply our process of figuring out firstly if you have untapped potential, and if we believe we can help you, and secondly, which coaching approach would be the most effective method of getting you there.

Here are the rough stats following the trail:

- 40% of people get sent on their way with our best advice, as we don't think they'll be a good fit to work with us.
- 20% have serious foundational issues that need to be fixed, before we can consider putting them into consistent training, and will first head into the SpeedStrength plan costing £49p/m
- the remaining runners get matched with either myself, or one of our coaches, depending on who we think they'll do best with. In reality, every runner we take on will benefit from all of the coaches knowledge, as we speak and strategise about our runners daily, but to keep things organised you'll be paired with a head coach who's your main point of contact - depending on what you need from the online coaching, this can range from £97 - 175 p/m

Hopefully that gives you an idea of where you could end up in that system.

If you've any other questions, just let me know.

Catch up soon,
-Liam

I'd be interested to take a deeper look at your running to see if there are any potential areas where you could be doing things differently to start actually reaching your potential, without things falling apart as they have done so far. I have a pretty good idea of what you should be focusing on, but I'd need to take a look at your training to confirm if that's right for you or not.

What I suggest is coming on board for a couple of weeks so we can figure that out. There'd be no cost involved, it's simply a chance for me to figure out if I'm able to help you or not.

Once the two weeks are up I'll either send you on your way with my best advice and recommendations, or if I think you're a good fit, I'll give you the option to continue working with either myself or one of our coaches, and leave it up to you to decide what you think is best. There will be no pressure from me to stay on, as you can imagine people only tend to do well if they want to be there and enjoy the process.

If that sounds interesting, just let me know and we can get the ball rolling. Looking forward to hearing back from you.

PRICING OPTIONS

Hi Kay, thanks for the message.

The coaching price has stayed the same since you were with us last year, and we've even added an extra discount for coaching blocks, here are the details.

To pay for coaching monthly:

With me: £175

Specialist coaches: £137

Or a 6 month block (saving 10% compared to monthly):

With me: £945

Specialist coaches: £740

Or a 12 month block (saving 15% compared to monthly, effectively you get 12 months for the price of 10):

With me: £1785

Specialist coaches: £1397

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Hi Enda - great to hear from you.

We have a short application process for runners interested in our coaching, it lets us get to know you a little better to make sure anything we offer will be a good fit for you. If you complete that by [clicking here](#), I'll be able to let you know if you're a good fit for any coaching with us.

Assuming we can help, we do have different options with different amounts of coaching input to fit your price point.

I'll keep an eye out for your application coming through and we can take it from there.

Enjoy the rest of the weekend,
-Liam