Unstoppable After 40
VIP Coaching Program

Lose body fat. Get stronger. Boost energy.
Do the things you want to do pain free.
Become Unstoppable After 40.

First off, welcome and thank you for making the commitment to prioritize your health!

This is no small feat in this crazy world we live in so I want to acknowledge you for taking the first step…

While you've probably been bombarded with ads or SM messaging about hacks or tips or shortcuts to lose weight and get fit after 40, my hope is that you see that I'm different.

I started Nick Holt Fitness almost 15 years ago after leaving the corporate finance world and moving to Tamarindo, Costa Rica where I helped surf camp guests stay in the water and train for surfing. Surfing transformed my body after years of injuries and got me in the best shape of my life in my 30's.

Now at 44, I'm still going strong and that's my goal for you!

There was something about training for surfing that helped me and all my clients maintain an athletic, fit, pain-free body. It was incredible. And it wasn't the surf training that made the big difference, it was the execution of daily habits across movement, mindset, and nutrition that created the massive transformations.

I had guys in their 60's who were more fit than guys in their 30's because they were doing the right things.

So over the last 15 years, I've created a simple system to help men over 40 execute on those exact habits. I want to show guys what's possible if they commit to a proven program and show up for 90 days.

Unstoppable after 40 not only gives you the tools you need to shed body fat, boost energy, and get out of pain, but also set you up for long-term success.

My goal for you is that you become unstoppable after 40 on all life fronts…

- You are physically, mentally, and emotionally fit and resilient.
- You are not limited by your body.
- You have more capacity and energy to focus on the things that matter most to you.
- You wake up light, free of pain ready to crush the day.
- You are strong.
- You move well.
- You're sharp mentally and laser focused.

If any of that sounds like something you want, you're in the right spot!

Please take 5 minutes to read everything in this document so you can best prepare for our call.

Welcome again, and let's dive in…

What Comes First — A Strategy Call

The first step in reaching your goals is to have a strategy session to discuss your goals and what we need to include in a custom strategy to get you amazing results. During the session, we'll find out a little more about you, discuss how the program works, and determine if we'd be a good fit.

If we feel we can help you, you'll move on to our next step which is enrolling in the Unstoppable After 40 VIP Program. Please note this is not a cheap $37/month membership, so please be prepared for that.

As you'll see below, you'll have everything you need to not only succeed in the 90 days, but also set yourself up for long-term success.

For over a decade, I've invested a lot of time, money and resources to make this coaching program the best it can possibly be. This is way more than just a program, you'll have access to me and my team who will be there for you every step of the journey and you'll be part of an awesome community of other men who are on the same path.

We will teach you how to train, how to move, and how to eat based on your goals and lifestyle so you can do this FOR LIFE.

Getting results and making progress for 12 weeks is great, but the goal is to set you up to be successful forever. That's what I'm most proud of when I talk to guys years after we work together. They have built the skills during the coaching program so that they don't need to hire another coach or follow another program again.

What is the Unstoppable After 40 Program?

Unstoppable after 40 is a complete A to Z solution for men over 40 who want to shed body fat, boost energy, and get rid of nagging aches and pains.

There's a million things you could do with your precious free time and the program will lay out exactly what you need to do and how to do it. There's no spinning your wheels or hunting around the internet to find the right stretch or workout.

You'll have it all at your fingertips. You'll also have a clear plan on how and what to eat so that you free up mental energy for more important things.

We'll eliminate the confusion and give you the blueprint to becoming unstoppable after 40.

It starts with getting to a healthy body fat, building some muscle, moving well pain free and giving your body the right fuel for peak energy.

Here's how we do it..

🏋️Root Cause Assessment / Superman Flow Routine

Movement is medicine and pain-free movement is a crucial first step on the journey to becoming unstoppable. We'll find your physical limitations that might be causing pain and tension in your body and you'll get a custom movement routine that you can do from anywhere.

🥑 No Diet Fat Loss Formula

I'll help you execute the simple fat loss formula so that you are proud of what you see in the mirror. This will create momentum and give us fuel to keep showing up every day.

💪 Simple Strength Protocol

The Simple Strength Protocol delivers strength without having to go to the gym. You'll get stronger and build muscle in just 3 30-min workouts per week from home.

🔥The Unbreakable Accountability Matrix

We're only as good as what we consistently do. The unbreakable accountability matrix will keep you on course when shit starts to get out of control…

- Don't have 30 minutes for the workout? OK no problem, do this 15 minute circuit.
- Can't find the right foods on the road? No worries, follow this simple eating out template.
- Feeling stressed and overwhelmed? All good, do my custom breathwork practice to reduce stress and instantly calm your nervous down.

I'll help keep you accountable so you can win regardless of how chaotic life gets. Show up and follow the system and you'll become unrecognizable in 90 days!

What you get:

- Private 1-1 personal trainer and nutrition coach with over 15 years experience.
- Personalized nutrition, movement, and cardio program.
- Custom workouts updated every 2 weeks.
- Custom nutrition tracking using a simple app.
- Daily check-ins to keep you on track.
- On-demand coaching calls as needed.
- Precision Nutrition app with resources, recipes, lifestyle habits, and more.

FAQ: You have questions, I got answers:

How much time does this require?
The minimum dose to get results is 90 mins per week. This can be **3 30-minute blocks** or **6 15-minute blocks**. You will also need to take 5 minutes a day to log basic habits.

Do I need to go to the gym?
No gym required. If you have access to a gym, great. If not, no worries - all workouts can be modified to be done at home. If you do choose at-home workouts, you will need a few basic pieces of equipment like a few dumbbells and or bands. We will discuss this during the strategy call.

Can I afford this program?
Here's the deal on price. This is not a cheap program that you download once and never do. This is a comprehensive program that can and will transform your life.

I'm not asking for a down payment on a house. But it also will be more than a gym membership.

I've worked with some guys who have a ton of disposable income and others who had to make a big stretch financially to make the investment in themselves. At the end of the day it comes down to what you value. I've made it incredibly easy to get started for only a few hundred dollars.

If price is a big obstacle for you, I'll be sure to talk it through on the call.

Do you offer a cheaper DIY program?
I have run cheaper DIY programs and they are great for some people but most people can't stay consistent. The value in what I offer now is that you get a customized program that is specific to your goals and limitations. A DIY program just can't do that.

What happens after 12 weeks?
There are a few options at the end of 12 weeks. No matter what, you will have built solid skills and habits that you can continue on your own. Many guys want my help with programming and support so I do offer some lower priced maintenance options that you can choose from. We will discuss this on the call if you like.

What kind of results can I expect?
While I can't do your push-ups or prep your meals for you, I will give you everything you need to succeed. What you put into the program is what you will get out of it. The guys who show up and do the work lose up to 20 pounds of body fat in 90 days. Many guys get out of back pain. Almost all guys improve core strength and increase energy. You can see some examples here.

Reach out to me if you have any questions and I look forward to connecting with you on our call soon.

Nick Holt
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