

ABS BY ALANA

SWEAT NOW

SHINE LATER



CONTENTS

MEET OUR TEAM.....	P.3-4.
1:1 ONLINE COACHING.....	P.5.
COMP PREP COACHING.....	P.6.
THRIVE 6-WK CHALLENGE.....	P.7.
ONLINE CHECK-NS.....	P.8.
ONE-OFF OPTIONS.....	P.9-10.
TESTIMONIALS.....	P.11.
RESULTS.....	P.12.
ABA COMMUNITY.....	P.13.
F.A.Q.....	P.14.
CONTACT.....	P.15.

ABS BY ALANA

Meet Our Team!



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Alana Coomer

Head Coach

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My name is Alana Coomer, I am an Online Coach, Fitness Competitor, and Published Author of "Now What?". I have been competing in Bodybuilding Shows as a Bikini/Fitness Competitor since 2016.

It wasn't long before this small passion of mine became a lifestyle. Now, I am an Online Coach who aims to instill as many people as possible with the level of confidence and self-esteem that competing has allowed me to build.

Abs By Alana was established in 2018, and is an Online Coaching Service that aims to empower and educate as many people as possible to achieve a healthier, active and more sustainable lifestyle.

Qualifications:

- ISSN Sports Nutritionist
- Certified Personal Trainer
- CPR & First Aid
- Fitness Competitor, AWNBS Fitness PRO

ABS BY ALANA

Meet Our Team!



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Gemma Ferguson

Assistant Coach

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My name is Gemma Ferguson, I am an Abs By Alana Coaching Assistant and I live in Brisbane.

I started coaching with Alana in 2020, and I haven't looked back!

In 2021, I competed in the Bikini Division with ICN QLD, placing 1st in the Swimsuit Rookie Division and top 3 in Bikini Divisions.

I have been a vegetarian for 3 years now, which just goes to show that it is possible to get sufficient protein and build muscle through a vegetarian diet!

My next goal is to compete in Season B, 2022! Competing has ignited my passion for health and fitness, and lead me to pursue a career as a Coach.

I am currently studying Sports Nutrition and Personal Training.

As a Coach, I aim to empower my clients to become the very best version of themselves!

Qualifications:

- ISSN Sports Nutritionist
- Certificate III in Fitness
- Certificate IV in Fitness
- CPR & First Aid

1:1 ONLINE COACHING

With Alana

Exercise + Nutrition

INCLUSIONS:

- A structured 6-week workout guide
 - Daily step goal
- Personalised macros (protein, carb and fat targets) based on your goal of weight loss, maintenance, or weight gain.
- A flexible dieting guide that includes 60 recipe ideas for breakfast, lunch, snacks, dinner & dessert.
 - Weekly check-ins for accountability & support to ensure results.
 - Access to the ABA client-only Facebook group.

COST: \$395 to be paid upfront.

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Nutrition-Only

INCLUSIONS:

- Daily step goal
- Personalised macros (protein, carb and fat targets) based on your goal of weight loss, maintenance, or weight gain.
- A flexible dieting guide that includes 60 recipe ideas for breakfast, lunch, snacks, dinner & dessert.
 - Weekly check-ins for accountability & support to ensure results.
 - Access to the ABA client-only Facebook group.

COST: \$340 to be paid upfront.

MOTIV8

With Alana

This course will motiv8 you to get started in just 8 weeks, and instill you with the habits that will keep you going forever.

Round 1 starts January 17, 2022.

What to expect from MOTIV8:

- 8 weeks' worth of content and self-development resources
- A self-reporting check-in sheet to track your progress and keep you accountable
 - 2 x 4-week training programs
 - An overview of how to calculate and track your macros
 - A copy of The ABA Macro-Friendly Recipe Guide
- A platform to connect with a supportive group of like-minded women
 - The chance win 6 months of FREE 1:1 coaching with me
- Downloadable check-in sheets, calendars, mindset tools & much more!

COST: \$299 to be paid upfront.

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COMP PREP COACHING

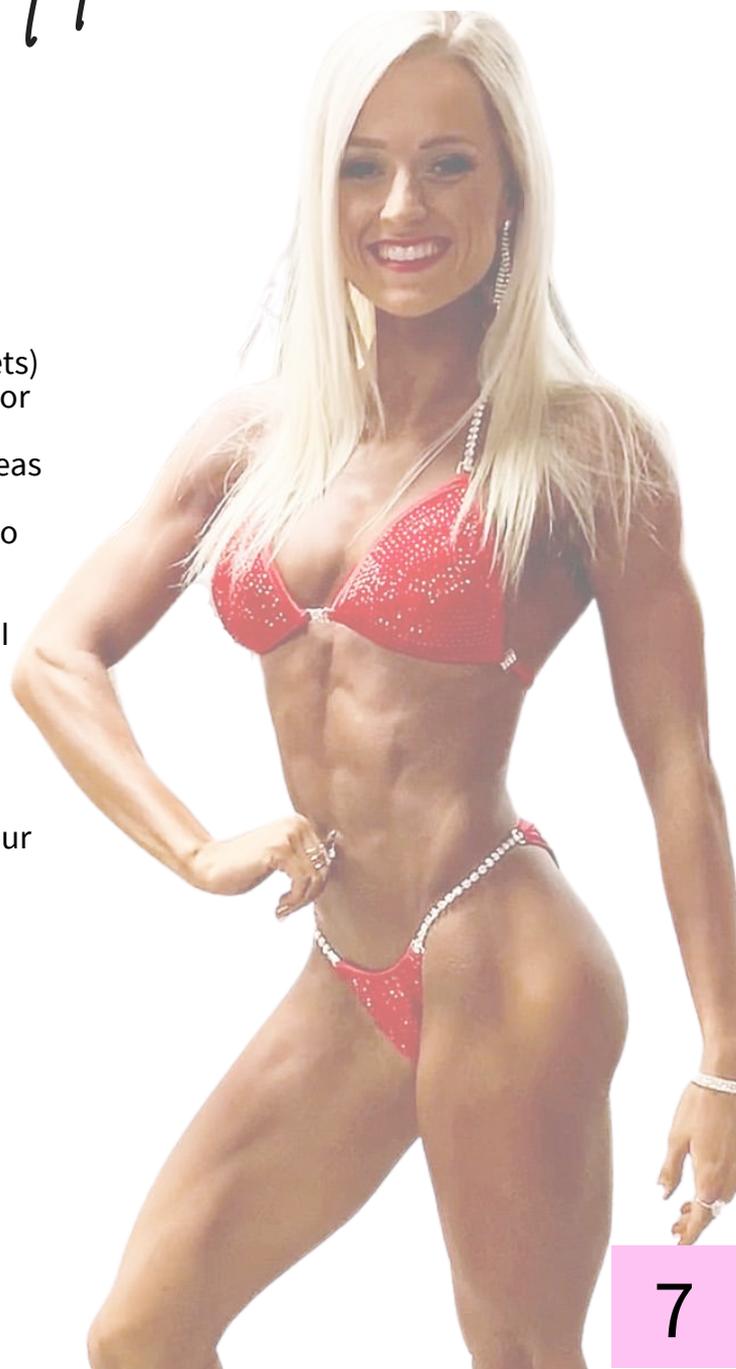
With Alana

Competition Prep Package

INCLUSIONS:

- A structured 6-week workout guide
 - Daily step goal
 - Personalised macros (protein, carb and fat targets) based on your goal of weight loss, maintenance, or weight gain.
 - A flexible dieting guide that includes 60 recipe ideas for breakfast, lunch, snacks, dinner & dessert.
 - Weekly check-ins for accountability & support to ensure results.
- Access to the ABA client-only Facebook group.
- Assistance with posing (if located in Brisbane, I attend every posing class so you will have my support each week).
 - Advice on bikini/hair/tan/makeup
 - Peak week protocols
 - Backstage support on the day
 - The option to be a part of a photo shoot with your fellow team members.

COST: \$495 to be paid upfront.



THRIVE 6-WK CHALLENGE

Time to thrive!

Exercise + Nutrition

INCLUSIONS:

- A structured 6-week workout guide
 - Daily step goal
- Personalised macros (protein, carb and fat targets) based on your goal of weight loss, maintenance, or weight gain.
- A flexible dieting guide that includes 60 recipe ideas for breakfast, lunch, snacks, dinner & dessert.
- Weekly check-ins for accountability & support to ensure results.
 - Access to the ABA client-only Facebook group and Challenge group chat.
- Prizes to be won at the end of the challenge

COST: \$330 to be paid upfront.



1:1 ONLINE COACHING

Exercise + Nutrition

INCLUSIONS:

- A structured 6-week workout guide
 - Daily step goal
- Personalised macros (protein, carb and fat targets) based on your goal of weight loss, maintenance, or weight gain.
 - A flexible dieting guide that includes 60 recipe ideas for breakfast, lunch, snacks, dinner & dessert.
- Weekly check-ins for accountability & support to ensure results.
- Access to the ABA client-only Facebook group and Challenge group chat.

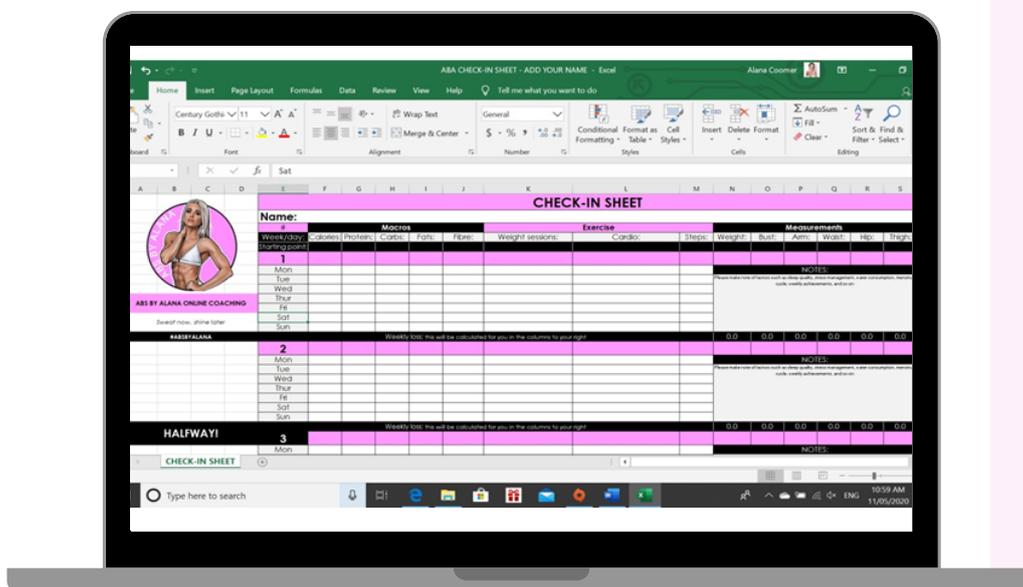
COST: \$395 to be paid upfront.



ONLINE CHECK-INS

Upon signing up with Abs By Alana, you will be provided with a structured workout program, personalised macros and a flexible dieting guide, all delivered to your email address from the comfort of your own home.

You will also receive weekly check-in sheets to complete and return to me at your earliest convenience. This document will be our main point of contact to assess and monitor your adherence over the week so that any necessary adjustments can be made to ensure progression. This will involve updating weight, measurements, and sending through progress photos.



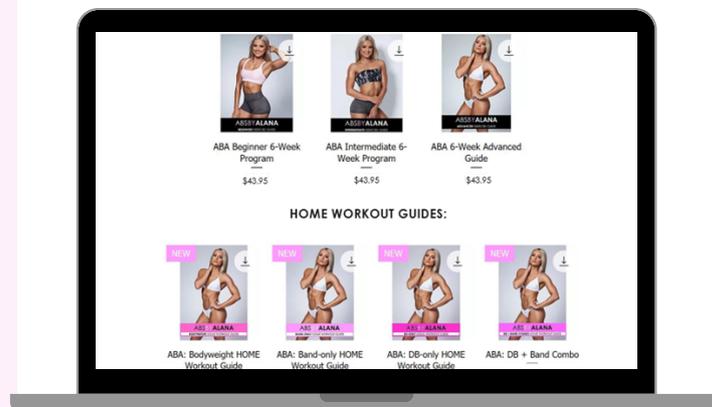
ONE-OFF OPTIONS

PERSONALISED PROGRAMS:

Should you wish to purchase a personalised program, please email me at: absbyalana@gmail.com so that I can organise for you to complete the necessary paperwork.

Cost: \$55

Online Shop!



Our online shop has various pre-existing programs available for purchase!

ONE-OFF OPTIONS

NUTRITION PACKAGE

Should you wish to purchase a flexible dieting guide with 60 RECIPE IDEAS, and personalised macros, please email me at absbyalana@gmail.com so that I can organise for you to complete the necessary paperwork. If you have any pre-existing medical conditions requiring specialist dietary advice, I will need to refer you on.

Cost: \$109.95 including a copy of the ABA Macro-friendly Recipe E-book



TESTIMONIALS



Danielle Baynham recommends Abs By Alana. 2 months ago

Where do I start! I found Alana through Instagram and was blown away with all her client transformations, especially those she was coaching to compete. After weeks of following Alana's journey to competing, I decided that this was something I really wanted to do, so I reached out to her and here we are, 20 weeks of prep down and only 8 more weeks to go! Throughout this journey, Alana and Dan have been the most supportive coaches and I am so thankful for the endless support and guidance they have given me! To think I didn't even know what Macros were before I started with you two is mind blowing 😍 I was very hesitant to invest in another coach after having a number of bad experiences with others in the past but the time and effort Alana and Dan put into all their clients is incredible. My only regret is that I wish I started training with this power couple earlier! I can't thank you both enough for your support and knowledge you have shared with me 💕💕



Jessie Wilson recommends Abs By Alana. 3 months ago

Alana was amazing with me during this whole process. I've been trying to lose weight since having my son almost 2 years ago and I tried EVERY diet under the sun. I needed someone to sit down with me and explain what to do and how to do it and she did that plus more. You have constant support the whole way and a whole community of other people on the same journey to turn to online. I feel so much more confident within myself, I've learnt so much and have a better relationship with food. I'm eating BULK carbs and bloody love that for me! haha I'm so glad I took the leap to do this and I am so excited to see where we go from here. Thanks so much Alana!! xx



Bridgette Eotvos recommends Abs By Alana. 7 months ago

Honestly where to start? Alana is hands down the best PT/Coach you will find. If you're wanting to make a difference and need someone who will encourage you, give you guidance and support you, Alana will do exactly that. She has helped me become the best version of myself and I can't thank her enough for everything she has done for me. She is such a beautiful person inside and out, so vibrant and easy to talk to. She is not only my coach, but such an amazing friend.



Alana has coached me the past 25 weeks to compete in my very first bikini competition, this was the best decision I have ever made. Not once did she ever doubt me during our time together, she always had so much faith in me. I feel so lucky to have taken this journey and to have been apart of the Abs by Alana team.



Ashleigh Joyce recommends Abs By Alana. 3 months ago

Where do I start! I am so thankful to have you Alana! You've kept me accountable and never given up on me even when I've wanted to give up on myself, you've always made me feel comfortable and I have always felt like I've been in great hands with you



I had only ever heard good things about Alana so decided to embark on my journey into the fitness industry under her guidance and I'm so grateful for all of the knowledge I have gained especially when it comes to tracking my food and how to have a really good relationship with it aswell 💕 love you so much and I can't wait to walk on stage in April ✨

RESULTS

For more results, check out our Instagram: @absbyalana



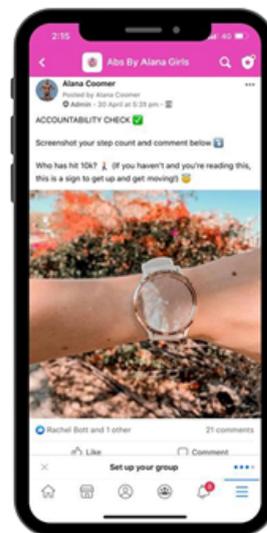
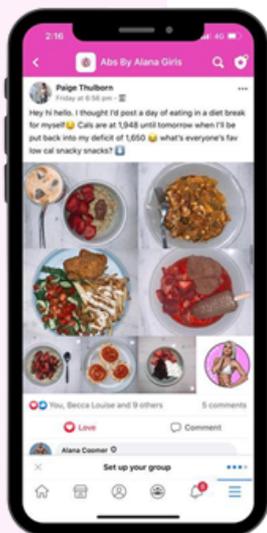
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THE ABA COMMUNITY

A GROUP BUILT ON EMPOWERING, SUPPORTING, AND ENCOURAGING ONE ANOTHER.

WE SHARE INSPIRATION, TIPS AND TRICKS, RECIPES, WE ASK QUESTIONS, AND POST THE OCCASIONAL HEALTH & FITNESS MEME...



We have 600+ women in this group who have all worked with Abs By Alana in some capacity. You will not find a more supportive group of women to help you on your health and fitness journey than the ABA girls!

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FAQ

SEE BELOW FOR ABS BY ALANA FREQUENTLY ASKED QUESTIONS

Q: DO YOU HAVE A PAYMENT PLAN OPTION?

A: At this point in time, there is no payment plan in place. Payment is required upfront prior to commencing your 6-week coaching block.

Q: WHAT HAPPENS WHEN I FINISH MY 6-WEEK BLOCK?

A: You will notice a strong correlation between clients who achieve impressive results and the length of time they have been working with me. If you wish to continue working together, you can simply renew your coaching block at the same cost. You will receive a new program, check-in sheet, and any necessary adjustments made to your macros.

Q: WHY IS THERE A WAITLIST?

A: Our current clients are our main priority, which is why there is a waitlist in place so we can ensure we are giving them the attention and support they deserve. If you would like to be placed on the waitlist, please email absbyalana@gmail.com and we will email you when a coaching spot availability arises.

Q: WHAT IS THE WAITLIST TIMEFRAME?

A: Unfortunately, there is no exact timeframe, as this will depend on our current clientele and whether or not they continue. If you are interested in purchasing a one-off program and set of macros, this would be an excellent starting point until a coaching spot becomes available.

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WE CANNOT WAIT TO WORK WITH YOU!

EMAIL absbyalana@gmail.com TO GET STARTED!

