

↓ DISCOVER HOW ↓

THIS TITCHFIELD FITNESS FACILITY CAN

CHANGE

YOUR LIFE

FASTER

THAN ANYTHING YOU'VE  
EVER EXPERIENCED!



**Just imagine transforming your life by being part of a supportive community all on a similar journey to improve their health and wellbeing, using a state of the art brand new facility and the encouragement of one another and a team of experts to achieve their goals. Health and Fitness Barn aren't offering you the chance to join a gym; we are welcoming you into a new lifestyle and a, stronger, healthier, more confident you and we will be with you every step of the way.**

The Health and Fitness Barn are the leaders in our industry, delivering bespoke, results driven, fitness training programmes to South Hampshire residents. Our success is reflected in the life changing, body transformations that our clients have achieved.

From stay at home parents; to busy working professionals; to the retired; The Health and Fitness Barn provide a fun workout environment where you can forget about your day-to-day stresses, meet new people and FINALLY look forward to your exercise sessions.

Picture yourself in a studio full of people just like you, who were frustrated with programmes that didn't work in the past, and want once and for all to be body confident.

## LET ME INTRODUCE MYSELF...

**My Name is Liam Walsh and I'm the owner of Ladies Bootcamp and AllManKind at The Health and Fitness Barn in Titchfield.**

I've worked in the industry since 1999 when I was a gym instructor while also studying Sports Science at Fareham College.

I initially loved working in gyms, helping 100's of local men and women to improve their health and fitness.

I became the Fitness Manager at LaFitness Fareham, when it opened in Nov 2004, but quickly learned that the BIG Gyms don't actually care much about member results - for them it's all about membership sales. (I'm sure if you've ever been a member of a gym and stopped going for a while then you'll agree that they don't call you to get you back on track - they'll happily just keep taking your money until you eventually cancel).

A shocking industry stat (that Big Gyms don't want you to know), is that 80% of new members stop attending regularly within the first 3 months of joining - usually whilst on a 12 month membership agreement!

For this reason, I fell out of love with gyms and went self employed as a PT in Jan 2017.

After 2yrs of being fully booked with 1-2-1 PT Clients, I knew I needed to evolve if I was to fulfil my goal of helping as many people as possible to improve their health and fitness. So after running a UK wide business that delivered mentoring to Personal Trainers at Spirit Health Clubs, I returned to my coaching passion and created Ladies Bootcamp in June 2015. I loved every minute of it, and knew this was where I was meant to be - directly helping 100's of local residents to feel happy and confident both physically and mentally. Since the first Covid lockdown, we also introduced Small Group PT and this new way of coaching small groups has enabled us to help people achieve even better results. So much so that the male family members of our clients started asking for us to run a men's version, and in October 2020 we therefore introduced AllManKind.

Becoming fully booked in 2024 has led to us investing £100,000 in a Brand New Boutique Coaching Facility - directly opposite Garsons Garden Centre in Titchfield. This enables us to take things to the next level for our current 200 members, and create the opportunity for us to help even more local people.

If you would like to be one of those people that transforms their health and fitness with our professional coaching and support plan, then we would love for you to come and join our community.

**FREE  
REPORT**



*By Liam Walsh*

## WHY AM I SHARING THIS WITH YOU?

Because you will need it. I am writing this very special report to show you that you don't have to make the same mistakes that most people do when trying to get results. The secrets that I am going to share with you may contradict what you have been told in the past by fitness professionals, but then again chances are you have yet to find anything that truly works for you yet.

**I CAN PROMISE YOU THAT IF YOU HAVE EVER BEEN DISAPPOINTED WITH YOUR FITNESS RESULTS, THIS REPORT WILL BE THE MOST IMPORTANT MESSAGE THAT YOU HAVE EVER READ!**

## REVEALED IN THIS SECTION:

You can count on us to guarantee your success and transform your body faster than anything you have experienced before... with these 4 little secrets!

I'M SURE THE SUSPENSE IS KILLING YOU.....

# SECRET #1

Almost every self-help book ever written will talk about the critical importance of having a coach/mentor. A coach is an experienced and trusted counsellor or teacher. It's inevitable that you will come up against hard times on your path to losing weight and getting fit. A coach will guide, motivate, educate and support you – so you can easily and rapidly overcome these hurdles. A coach is critical to systemising your exercise programme for maximum results and assisting you in heightening your motivation and strengthening your commitment.

And a coach becomes your “objective feedback system,” helping you see, understand and correct the problems that are interfering with your progress. Exercise and nutrition are bona fide sciences and learning everything you need to know on your own can take years of struggle – but not if you have a coach.

# SECRET #2

Commonly we associate weight loss with being hungry, boring diet foods and deprivation from good tasting food. The diet starts well but within a matter of days you are so bored (and starving hungry) that everything goes completely out of the window and we revert back to our old habits.

At Ladies Bootcamp and AllMan Kind we believe you can't just completely and radically overhaul your whole nutrition and lifestyle over night, the trick is to focus on a few key principles and build them

**OUR INSIDE SECRETS THAT WILL ACCELERATE YOUR RESULTS, WHILST REDUCING THE TIME THAT YOU SPEND WORKING OUT AND ELIMINATE BORING, REPETITIVE EXERCISE!!**

## GET YOURSELF A COACH!!

I have a coach, and if I didn't I would be a hypocrite.

Ladies Bootcamp and AllMan Kind has a team of expert coaches that are here to serve you. We strive everyday to change lives, it's what we love to do, our passion. Every one of us has been in your shoes, we know what it's like to be abandoned on the treadmill in an over crowded gym with no direction. You are left uninspired and your motivation that was so strong just a few weeks ago has all but diminished.

Our coaches will tailor your plan to you as an individual, set you a step by step plan that will lead you to your ultimate goal and provide the accountability you need to stick to your programme.

## NEVER DEPRIVE YOURSELF!!

into habits and still allow for a few of your guilty pleasures, whether that be a few beers/wines, a good meal out at the Indian, or a chocolate hobnob here and there!

The truth is 90% of people trying to lose weight begin their diet the wrong way which ultimately leads to failure in the long run. The most annoying thing for people is they're led into believing that because they lose weight quickly for the first 2-3 weeks of their diet this means it's the best diet for

them, when in most cases the reason they lose weight so quickly is because they've lowered the calorie intake to an unsustainable level.

In fact if you're one of those people who can lose 5-6Kg in 2-3 weeks but always ends up putting it back on again... the chances are that weight loss is mostly made up of a mix of excess water, body fat as well as muscle loss and not just body fat like you hoped.

## SECRET #3

So to lose weight you need to spend hour upon hour in a traditional gym, running on the treadmill, followed by other famous cardio machines such as the rower, bike and X-Trainer. Right?

Nothing could be further from the truth. Muscle is metabolically active tissue. Fat is not. Fat is an energy source for the body, but most people have much more than they need. Fat does not use energy – it is used as energy and a lot of it is left unused. Muscle uses energy. And lots of it!!

The more lean muscle you have, the more fat you burn. And here's the biggest benefit, and why everyone needs to incorporate resistance training in their exercise programme: the more lean muscle you have, the more fat you burn...

### WHILE YOU ARE AT REST!

You see, that's really the ultimate weight loss and fitness secret. Looking great is not just a function of how much fat you burn when you're working out, because you can only exercise so much in a given week. The real secret is how metabolically active your body is the other 95% of the time.

People with more lean muscle burn fat at a much greater rate than those with less lean muscle. That doesn't mean you have to look like Arnold or Madonna to be an efficient fat-burning machine. But you do have to at least maintain – and preferably increase – your lean muscle tissue. It's easy with a structured resistance training programme

The key is to isolate fat loss, and prioritising muscle maintenance/gain. This means you may not lose weight as quickly but you'll look and feel better because of it. Not to mention by being a little more gentle with your approach and not cutting your calories as severely you're a lot more likely to stick at it and keep the weight off for life!

Losing 0.5-1% of your body weight per week for 12-16 weeks is WAY easier to maintain than trying to lose 8-12 kg in 2-4 weeks.

## STRENGTH MATTERS!!

### SPECIAL NOTE:

Women will NOT become “bulky” or “muscle-bound” by incorporating resistance training into their exercise routine. In fact, just the opposite is true as lean muscle is more compact and firmer than fat, resulting in a toned body that looks and feels great.

At Ladies Bootcamp and AllManKind we focus on combining short periods of cardio to boost your metabolism with functional strength movements that will tone and strengthen your major muscle groups and joints.

### THE RESULT?

A healthier stronger body that leaves you feeling fit for life! Plus it is a hell of a lot more fun than plonking you on the bike for an hour!!



# SECRET #4

## WE'LL SAY IT AGAIN... ACCOUNTABILITY!!

In a recent study at Virginia Polytechnic University, researchers divided people starting a walking programme into two groups. Every week, each individual in one group got a phone call asking how their exercise was coming along, the other group got no calls. At the end of 24 weeks, 45% of the individuals who got the phone calls were still walking compared to just 2% who did not receive calls. The results show that weekly accountability increases the likelihood of sticking to your exercise programme by 2200%!

What you've just read is some of the most valuable information you will ever hear on how to lose weight and get fit. And having the **RIGHT** information is critical. But intellectually understanding what should be done, and actually doing it, is two very different things.

The truth is most people can't get a grip on the three essential factors that separate those who achieve real and lasting physique transformations from those who don't. Most people have difficulty with the commitment; don't grasp the importance of progression; and lack the personal accountability to achieve their weight loss and fitness goals.

### WHY? IT'S EASY TO CHEAT YOURSELF!!

A combination of your coach and the surroundings of a supportive group of like-minded people around you, who are all striving to achieve the same goals as you means that you will never feel alone again!!



SO NOW YOU HAVE THE SECRETS THERE  
IS NOTHING STOPPING YOU FROM GAINING THE  
**RESULTS, PROGRESSION AND NEW  
FOUND CONFIDENCE YOU DESERVE**

# LET ME INTRODUCE YOU TO SOME AWE INSPIRING HEALTH AND FITNESS BARN MEMBERS THAT HAVE FOLLOWED OUR **SECRET FORMULA...**



# MEET THE TEAM



**NAME:** Liam Walsh  
**ROLE:** Head Coach/Owner  
**TIME IN INDUSTRY:** 25yrs  
**FAVOURITE EXERCISE:** Clean and Press  
**FUN FACT:** Ran The 2008 London Marthon with a client on just 3 weeks notice



**NAME:** Jane Taylor (Janey T)  
**ROLE:** Operations Director/Senior Coach  
**TIME IN INDUSTRY:** 4yrs  
**FAVOURITE EXERCISE:** Deadlift  
**FUN FACT:** Originally an unfit and overweight member!



**NAME:** Beckie Gill  
**ROLE:** Senior Coach/Member Experience Manager  
**TIME IN INDUSTRY:** 9yrs  
**FAVOURITE EXERCISE:** Kettlebell Swing  
**FUN FACT:** Used to own a floristry business



**NAME:** Kern Toussaint (Touss)  
**ROLE:** Senior Coach/Member Retention Manager  
**TIME IN INDUSTRY:** 17yrs  
**FAVOURITE EXERCISE:** Barbell Snatch  
**FUN FACT:** Team GB Coastal Rowing World Championships, Vancouver, Sydney. Also represented Trinidad's National Martial Arts Team



**NAME:** Natalie Woodford  
**ROLE:** Membership Sales Exec/Coach  
**TIME IN INDUSTRY:** 6yrs  
**FAVOURITE EXERCISE:** Burpee  
**FUN FACT:** Worked as Virgin Atlantic Air Hostess for 10yrs, once fell into Matt LeBlanc during turbulence whilst serving in Upper Class

## IS THIS RIGHT FOR ME?

First of all, it doesn't matter if you are 18, 40 or 75. It doesn't matter if you are male or female, short or tall, a fitness fanatic or an exercise phobic.

At Ladies Bootcamp and AllManKind I am proud to say that we welcome all with no judgment, if you are willing to give us your time then you have got our respect!

As cheesy as it sounds, we are one big family that support each other through our own journey to improved health and fitness.

We all have the same worries when we are starting out something new, Will I be the biggest? The most unfit? The oldest? Will my face turn to the colour of a beetroot? Will people laugh at me?

**None of this matters.**

## WHAT DOES MATTER IS...

- You care enough about your own health and fitness to do something about it...
- You have had the strength to take the first few steps towards making a change in your life...
- You are ready to tackle fear head on, to grow as a person and feel the best you have ever felt...
- You are kind and respectful to your fellow members and bring a spirit of encouragement to the group...
- You are able to leave your ego at the door, No egos, Just Results...
- You LOVE the idea of being held accountable, because you realise that you will never be as good alone as you will be in a team environment.
- You want to workout hard, get in the best shape of your life and help encourage others to do the same...

## WHAT'S THE NEXT STEP?

If you can recognise the value of what I have just said- then this is exactly what you have always been looking for.

Once you have experienced being part of our community and the benefits you will gain, you will never want to go back to a council run leisure centre or any other big box gym again.

## NOW CAN I GUESS WHAT YOU ARE THINKING...

### “How Do I Join And What Are The Costs?”

I want you to know that no matter which option you choose, your results are guaranteed, or your money back... We're that confident! On your consultation, I'll explain which option I think would suit you based on the goals that you've told me you'd like to achieve. But which option you choose is completely up to you and your budget.

At Ladies Bootcamp and AllManKind, we work on a hybrid model. We're not a £20 per month cheap gym price, because we're not a gym - we're a coaching facility.

We don't ever want to deliver a cheap service. We are however better value than a gym, because we deliver the service and results that you'd expect from having a world class Personal Trainer, but at less than half the cost of having a regular Personal Trainer.

We provide a friendly supportive community that you won't experience at a regular gym.

**FREE**  
CONSULTATION  
**BOOK TODAY!**



# REASON #1

The Health and Fitness Barn is mainly designed for Small Group Personal Training, so membership spaces are limited to just 300 individuals that are committed to us helping them make improvements to their health and fitness.

Whilst there were 100 slots available when construction first started, 18 of those have already been taken through word of mouth from current members. Act quick to find out about one of the remaining spots.

It is vital that I can maintain the level of high quality, individual care to each and every member. Accepting more than this amount of clients would only compromise the level of service that we offer.

***To me it's not Quantity it's Quality.***

# REASON #2

## YOU CAN'T JUST ROCK UP

Anyone can apply to become a member at The Health and Fitness Barn, but it doesn't necessarily mean that you are ready for this level of opportunity right now.

Accepting individuals that are not in the right mindset will only bring negativity to workout sessions, and that's when it can start to effect the experience of other members.

Unlike pay as you go fitness classes, you can't just rock up when you feel like it. In my opinion, it is impossible for me to get results from these people and as you already know that is my main objective.

To achieve results you must set goals that fit around you specifically, which means that I need to know YOU. To measure success we have to track progress, how can this be done if you haven't taken advantage of your initial assessments?

I AM FULLY AWARE THAT OTHER GYMS AND PERSONAL TRAINERS ARE CHEAPER, BUT YOU KNOW AS WELL AS I DO THAT YOU GET WHAT YOU PAY FOR.

THE VALUE THAT WE OFFER TO CLIENTS IS ABOVE AND BEYOND ANYTHING ELSE YOU WILL FIND, AND HERE ARE THE REASONS WHY.....

"I started training at Ladies Bootcamp four months after having my baby. I was determined to take the first step of what I thought would be a very long journey (meaning I thought I would start, stop, re-start many times over) back towards getting fit and losing weight - however, after my first session I realised that there was no way I was going to stop. Despite the fact that I have never been a 'gym goer' and would dread the idea of waking up early to fit in a gym session, I now go almost everyday, not because I force myself to, but because I can actually see and feel the benefits. The team are so friendly and supportive and help you feel like you are achieving and exceeding new goals every session which really reinforces a positive mindset."

LUCY FORBES

# REASON #3

## REALISE THE VALUE OF YOUR HEALTH

I will promise that we will provide you with the highest quality of service that you will ever experience from a fitness facility. That's what you deserve for realising the importance in investing your own future, for your family, your children and your quality of life.

Our prices ensure that only those that are the most serious-minded individuals are reaping the rewards of our services.



With over 40 sessions running each week to choose from starting at 6am-8pm, 6 days a week there really is no other facility that comes close to providing what we offer.

It is vital that we protect what we have and only enrol members that we know are a good fit for us, and that we're a good fit for them.

With only 100 spaces, 18 of which have already been taken there'll be no room for people who aren't really bothered about making positive changes.

# REASON #4

## ONLY THE BEST EXPERT COACHES

It's not an easy screening process to become a member of the Ladies Bootcamp and AllMankind team. This is my baby and I take hiring staff VERY seriously. My background in training was working in a multi-award winning gym where only the best level of results and service will do. This is where our level of service originates from, to make each and every member feel like they matter; like a VIP.

Building a team that share my vision has not been easy. I am very lucky and so are our clients to have such motivated and driven individuals that strive every day to help others.

We've all at some point met your typical Personal Trainer, they seem to lack the ability to relate with their clients and the struggles that we all go through. Each and every member of the team can empathise with exactly where you are and have shared their own struggles with health and fitness. We all understand the problems you are up against and deliver expert coaching that is tried and tested to bring out the best in you!

"I've already been a member for over 3yrs now and I absolutely love it. All the members are great fun and I enjoy the social aspect to AllMankind as much as I enjoy the workouts! Liam and his team of experienced coaches are the best I've ever known. I can't recommend them all enough!"

STU R

I WANT TO SECURE  
A SPOT FOR YOU NOW...  
AND HERE IS HOW...

# WANTED

ONLY **82** EAGER, DETERMINED FAREHAM/LOCAL RESIDENTS, WHO ARE FRUSTRATED WITH PROGRAMMES THAT HAVEN'T WORKED IN THE PAST and WANT A PLAN THAT WORKS FOR THEM...

TO JOIN OUR EXCLUSIVE LADIES BOOTCAMP/ALLMANKIND FITNESS COMMUNITY AND FINALLY GAIN THE BODY TRANSFORMATION YOU HAVE ALWAYS DREAMED OF!! PLEASE DO NOT MAKE THE MISTAKE THAT SO MANY OTHERS DO AND JUST 'THINK ABOUT IT'! I URGE YOU TO SECURE YOUR SPOT TODAY!!

Ladies Bootcamp/AllManKind announces it's newest location at The Health and Fitness Barn in Titchfield - opposite Garson's Garden Centre - and we are inviting you to become one of only 100 members that we are allowing to join our exclusive community of freindly, hard-working members.

If you aren't one of the lucky ones then you will have to resolve to be happy with a generic, over-crowded gym membership. Where you will most probably be abandoned on a treadmill, left to work things out for yourself, with no expert coaching and very limited results.

## SO, HERE'S AN INVITE FOR YOU TO COME DOWN AND EXPERIENCE IT FOR YOURSELF

I understand that after years of trying different programmes that have failed, you may feel a little sceptical. That's why I want to invite you to come down to the studio for a no hassle and no pressure consultation with one of my expert coaches.

## AND DO YOU KNOW THE BEST PART?

It's absolutely free. It's a great opportunity for you to

come in and see some of our clients at work, we will answer all of your questions and advise you of the best programme for you. Don't miss out, lock down your space now!



*Liam Walsh*

HEAD COACH/FOUNDER

Ladies Bootcamp/AllManKind at The Health and Fitness Barn Titchfield

CLICK HERE TO BOOK YOUR  
FREE CONSULTATION

**FREE CONSULTATION**