



Understand How He Lost
70lbs and Has Kept It off.

Pauls Transformation

CASE STUDY WITH PAUL MORRISETTE

Ben Higgins
Performance Training



INTRODUCTION



FOREVER SUCCESSFUL

Paul, a 60-year-old client who began personal training with me, embarked on a remarkable transformation journey focusing on weight loss and muscle gain. His journey not only reflects dedication but also highlights the effectiveness of personalized training programs and nutritional guidance provided through this process.

HABITS TO BUILD

01

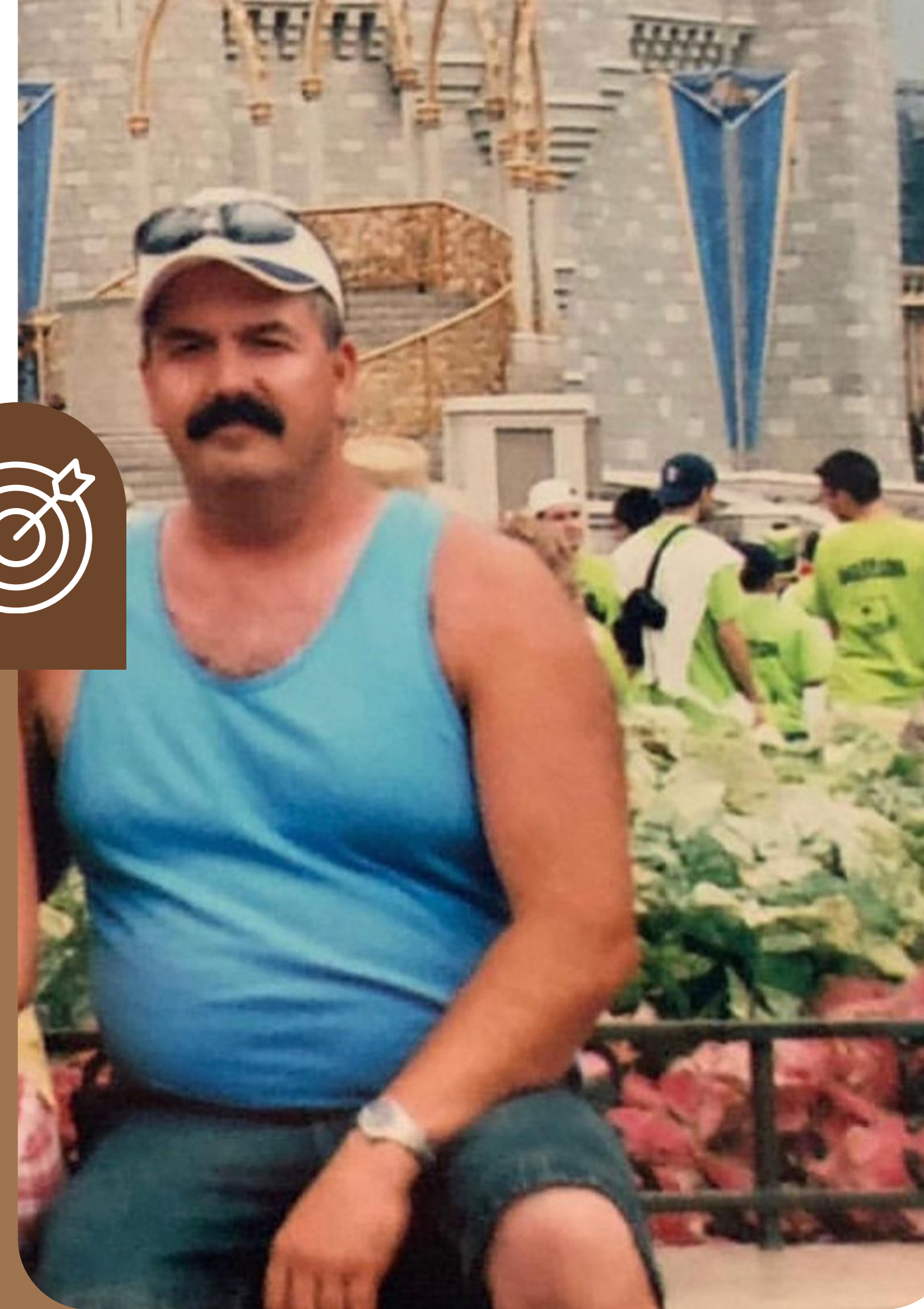
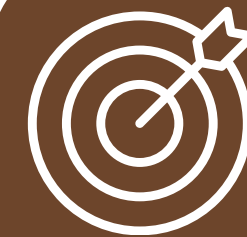
The very first task I gave Paul was for him to start hitting 7,500 steps a day. MINIMUM.

02

I then had him starting off on an easy workout plan. Each Monday the same workout, each Tuesday the same...etc..

03

After 12 weeks of the same strength routine I then increased capacity and volume now that he demonstrated consistency and progress.



CLIENT BACKGROUND

He aimed to be healthy for his grandkids.

Paul, a stone mason, approached me with a desire to improve his overall health and fitness. At the beginning of his journey, he weighed 270lbs and had limited muscle mass, which affected his mobility and energy levels.



GOALS SET

He had always worked hard at his job but never gave himself the chance to be as healthy. Once he became aware of how productive he could be with his work and energetic with his family it only made more sense to keep going and reach his goals.



01

- Weight Loss: Paul aimed to lose 70lbs to reach a healthier weight range for his age and height.

02

- Muscle Gain: Alongside weight loss, he aspired to gain 15lbs of lean muscle mass to improve strength and functionality.

03

- Lifestyle Changes: Adopting sustainable lifestyle changes including dietary modifications and consistent exercise routines.

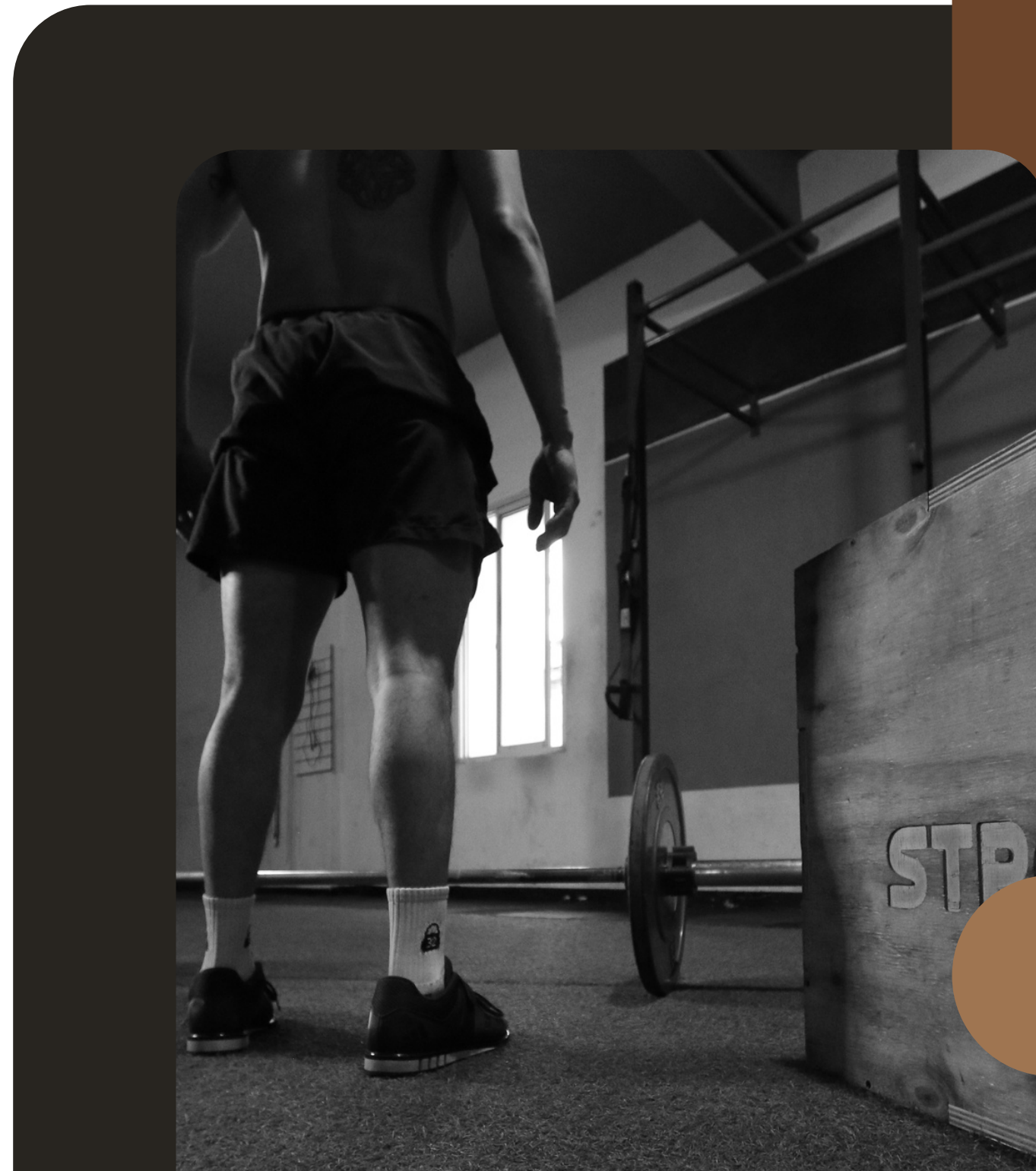
APPROACH

Training

Personalized Training Program: I designed a customized workout regimen for Paul, focusing on strength training, cardio, and flexibility exercises. The program was tailored to his age, fitness level, and specific goals, ensuring gradual progress and injury prevention.

Nutrition

Nutritional Guidance: A nutritionist who partners with I created a balanced meal plan for Paul, emphasizing whole foods, lean proteins, healthy fats, and adequate hydration. Caloric intake was adjusted to support weight loss while providing essential nutrients for muscle development.



ACCOUNTABILITY

Regular check-ins, progress assessments, and motivational sessions were incorporated to keep Paul motivated and on track. The supportive environment with me played a crucial role in his journey.





Progress Milestones

- Weight Loss Progress: Over the course of 12 months, Paul steadily lost 70lbs, reaching his target weight of 200lbs. This achievement was a result of consistent adherence to his workout routine, coupled with mindful eating habits.

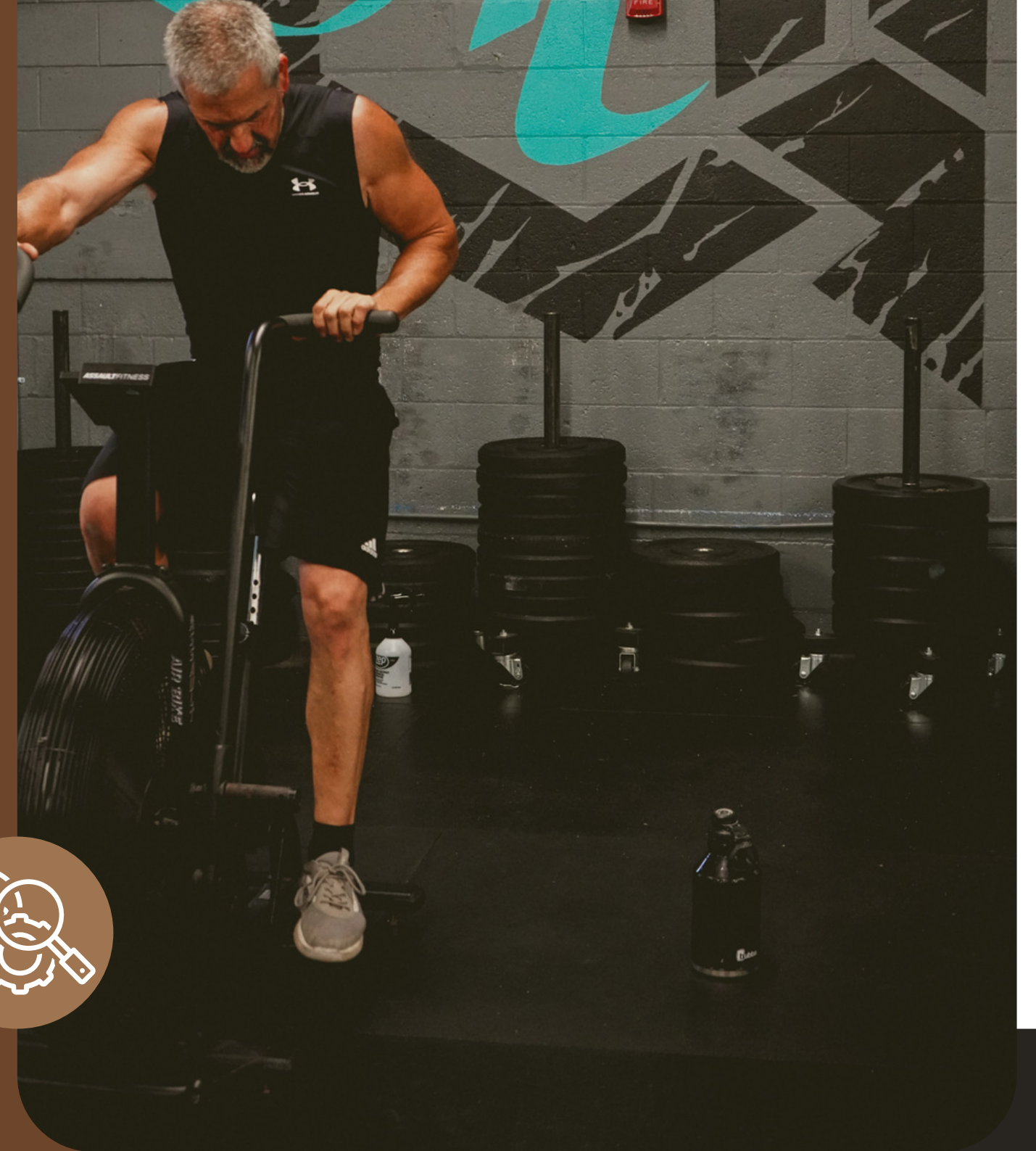
Muscle Gain Achievement

Paul gained 15lbs of lean muscle mass, transforming his physique and enhancing his overall strength and endurance. Progressive overload techniques and varied workouts contributed to muscle hypertrophy.



HEALTH IMPROVEMENTS

Alongside physical changes, Paul experienced notable health improvements such as lower blood pressure, improved cholesterol levels, and increased energy levels, enhancing his quality of life.





Paul Morrisette Case Study

Committed To Your Success

THANK YOU FOR READING!

Ben Higgins
Performance Training

