

T H E
N E X T L E V E L C O A C H

Dear Coach,

You care more than most coaches ever will. But there's a feeling that won't leave you alone.

It always shows up the night before a check-in. That quiet dread.

You look at your check ins with one eye half-shut, hoping: please let them lose weight this week....

You've done everything right. They're hitting their macros, doing their steps, they're following it to the letter. And still... nothing.

And in the back of your mind is the thought you don't say out loud:

“*This is the client who calls me out. This is the one who finally sees me as **the fraud I always felt I am***”

It's not true. You're not a fraud. But it feels true.

Because nutrition is the one area you were never properly taught, and you know it.

You can program training in your sleep. But when a client plateaus and the calories and protein are all on point, you're left guessing.

Move more. Eat less. And you don't want to be that coach.

That's not you.

You're not willing to be known as the coach who only gets results because they starve their clients.

Here's the part nobody tells you: it was never your fault.

You were never given the nutrition education you deserved. Nobody did.

But it costs you more than confidence.

Business is all about word of mouth, results and reputation.

One client not getting the result they paid for and expected, telling the wrong person... and you feel the whole thing wobble.

So you hold back. You don't shout about your results, even the amazing ones, because a part of you is scared of being exposed.

And all of it sits on top of the real dream... Freedom.

You started this because you love health & fitness.

You love helping people.

And you wanted a business that can give you the freedom of a regular income doing the thing that you truly love.

But right now that knowledge, imposter syndrome and fear of being exposed is costing you the freedom you got into it for.

It was never supposed to be like this.

But there is a way out.

I'VE BEEN THERE

Picture the night before a check-in... and there's no more dread, because you know your clients are guaranteed results.

When you can guarantee a result, plateaus stop being scary.

And when the fear of being "found out" disappears, something you've held back for years finally releases:

You start promoting yourself like you mean it.

You talk about your results openly, because now you're proud of them. Your clients become your best marketing, and that's how a business actually grows.

By becoming the coach people get sent to. And the clients who get results, stay. You start building a base that pays you month after month.

With a steady predictable income every month. Something you can finally plan a life around.

That's the real payoff.

- Results No Other Coach Can Deliver
- No More Head-Scratching Plateaus
- No More Feeling Like A Fraud
- The Confidence To Put Yourself Out There
- A Stable Income That Delivers Freedom.

I can't promise this because I'm special myself...

I can promise it because I've watched coach after coach walk this exact path, and because I've walked it myself.



Here's **how the programme works...**

12 X MONTHLY MASTERCLASSES



We kick every month off with a live masterclass that sets the tone for the month. They're all recorded, so if you miss one you can catch up.

They alternate between two things.

Month one is the nutrition

One topic that will take your knowledge, coaching and results to the next level.

Month two is your service. How to take that knowledge and build it into what you deliver. So your clients feel that they really are part of a unique service they can't get from any other coach.

12 X MONTHLY IMPLEMENTATION SESSIONS

Then mid month we meet again. This one is all about you. Bring anything you're stuck on, any core challenges you're facing or ideas that you have. We sort it out together on the call.

You also get to hear what the other coaches are stuck on. That's often where you learn the most.

This way, you not only get the knowledge you need to know, but the support to implement everything you learn.



THE NUTRITION HUB | LIFETIME ACCESS

The resource I wish I'd had on day one: one trusted place where every nutrition question a client could ever throw at you is already answered.

Constantly updated and includes a complete course from one of the UK's leading female-health specialists on nutrition through the cycle and menopause, so you're never caught out, whoever walks through your door is guaranteed a result.

And you get Lifetime access.



LIVE FULL DAY WORKSHOP

This is a complete day with me where we go beyond the nutrition entirely and build the business around it.

How to become the obvious choice in your area instead of one more coach in the crowd.

How to bring the right people in through your results and reputation.

By the end of the day you don't just know how to get results. You know how to turn those results into a business worth having.



WHATSAPP SUPPORT | 1 YEAR

The moment a client asks something you're unsure of, or someone stalls and you can't see why, you don't sit there guessing...

You message me, and I tell you exactly what's going on and what to do.

You're never on your own with a difficult client again. A nutritionist in your pocket, whenever you need one, to go back to your client with the validation and reassurance they're getting the right advice



MEMBERS ONLY PODCAST

Every coaching call, and every nutrition question I've ever been asked, gets stripped straight onto your phone as a private podcast only members can access. Level up on the go, when you're cooking, driving or have any free time.

Miss a live call? The recording is already on your phone before you've even thought to ask. Nothing is missable. You just press play whenever life gives you a gap.

I keep adding to it constantly, so it never goes stale, your knowledge keeps growing for as long as you coach, without costing you a single hour you don't already have.



MONTHLY SEMINARS FOR CLIENTS

Every month for 12 months, I deliver a live nutrition seminar for your clients... You now have your own in-house nutritionist, on tap.

It sets your programme miles apart from every other coach, keeps your clients engaged and getting results, and keeps them with you for the long haul.



CLIENT NUTRITION HUB



Your clients get access to an online nutritionist educating them, for you for the next 12 months

It means your clients get expert guidance you'd normally have to know inside-out yourself, so you can charge a premium with total confidence.

PLANS, GUIDES & RECIPES

Knowing the nutrition is one thing. Building all the plans and resources to deliver it is another, and who has the time?

So I've done it for you.

Every plan and recipe I've refined over a decade, matched to exactly what each client needs, branded in your colours so they look unmistakably like yours.

Quick recipes, already tried and tested on real clients. You don't build a thing.



Here's The Results **You Can Expect To Achieve...**

MONTHLY SEMINARS FOR CLIENTS

Every month for 12 months, I deliver a live nutrition seminar for your clients... You now have your own in-house nutritionist, on tap.

It sets your programme miles apart from every other coach, keeps your clients engaged and getting results, and keeps them with you for the long haul.



CLIENT NUTRITION HUB

Your clients get access to an online nutritionist educating them, for you for the next 12 months

It means your clients get expert guidance you'd normally have to know inside-out yourself, so you can charge a premium with total confidence.



PLANS, GUIDES & RECIPES

Knowing the nutrition is one thing. Building all the plans and resources to deliver it is another, and who has the time?

So I've done it for you.

Every plan and recipe I've refined over a decade, matched to exactly what each client needs, branded in your colours so they look unmistakably like yours.

Quick recipes, already tried and tested on real clients. You don't build a thing.



Here's The Results

You Can Expect To Achieve...

THE INVESTMENT

EVERYTHING YOU GET, AND WHAT IT IS WORTH

12 X MONTHLY MASTERCLASSES	VALUE = £2,400
12 X IMPLEMENTATION SESSIONS	VALUE = £2,400
THE NUTRITION HUB LIFETIME ACCESS	VALUE = £1,997
MONTHLY CLIENT NUTRITION SEMINARS	VALUE = £2,400
CLIENT NUTRITION HUB 1 YEAR ACCESS	VALUE = £1997
PLANS, GUIDES & RECIPES	VALUE = £1,997
LIVE FULL DAY WORKSHOP	VALUE = £997
WHATSAPP SUPPORT 1 YEAR	VALUE = £997
MEMBERS ONLY PODCAST	VALUE = £497

TOTAL VALUE

£15,682

YOURS TODAY FOR

PAY IN FULL
(SAVE £200)

£997

PAY MONTHLY
12 INSTALMENTS OF

£97/m

HERE'S HOW TO GET STARTED

CHOOSE THE OPTION THAT SUITS YOU

CLICK HERE TO PAY IN FULL

ONE PAYMENT • SAVE £167

£997

CLICK HERE TO PAY MONTHLY

12 INSTALMENTS

£97/m

SAMANTHA DUNNE

“I’m earning more than I ever did... but the bit I still can't get over is that I'm doing it in half the hours I used to work. **I've got my life back.**”

Two years ago I was ready to walk away from the whole thing. I felt completely chained to my business.

It took all my time and all my energy, and there was nothing left of me by the end of the day.

I genuinely remember asking myself... how much further can I actually take this? Because it didn't feel like I had any more to give.

And the maddening part was I was already paying for a coaching programme at the time. I still felt completely on my own.

Callum wasn't even really selling me anything. I was on the edge of quitting and he just... encouraged me to keep going.

I've now got more clients than I've ever had, and earning more than I ever did... but the bit I still can't get over is that I'm doing it in half the hours I used to work

I've got my time back. **I've got my life back.**

I'm in my third year now, I've signed up for life, and I mean it when I say **I wouldn't have any of this without him and the group.**



A D A M B A R S K I

“I signed up 8 online clients in the first few weeks and a further 7 since. I’m building something that’s mine with the **freedom I’ve always wanted**”

I was pretty much just a gym-floor PT.
I offered online coaching but I had zero clients.

What I really wanted was to build an online business that gave me freedom: to be the kind of father I'm proud of, and actually be there for my kids and the people I love.

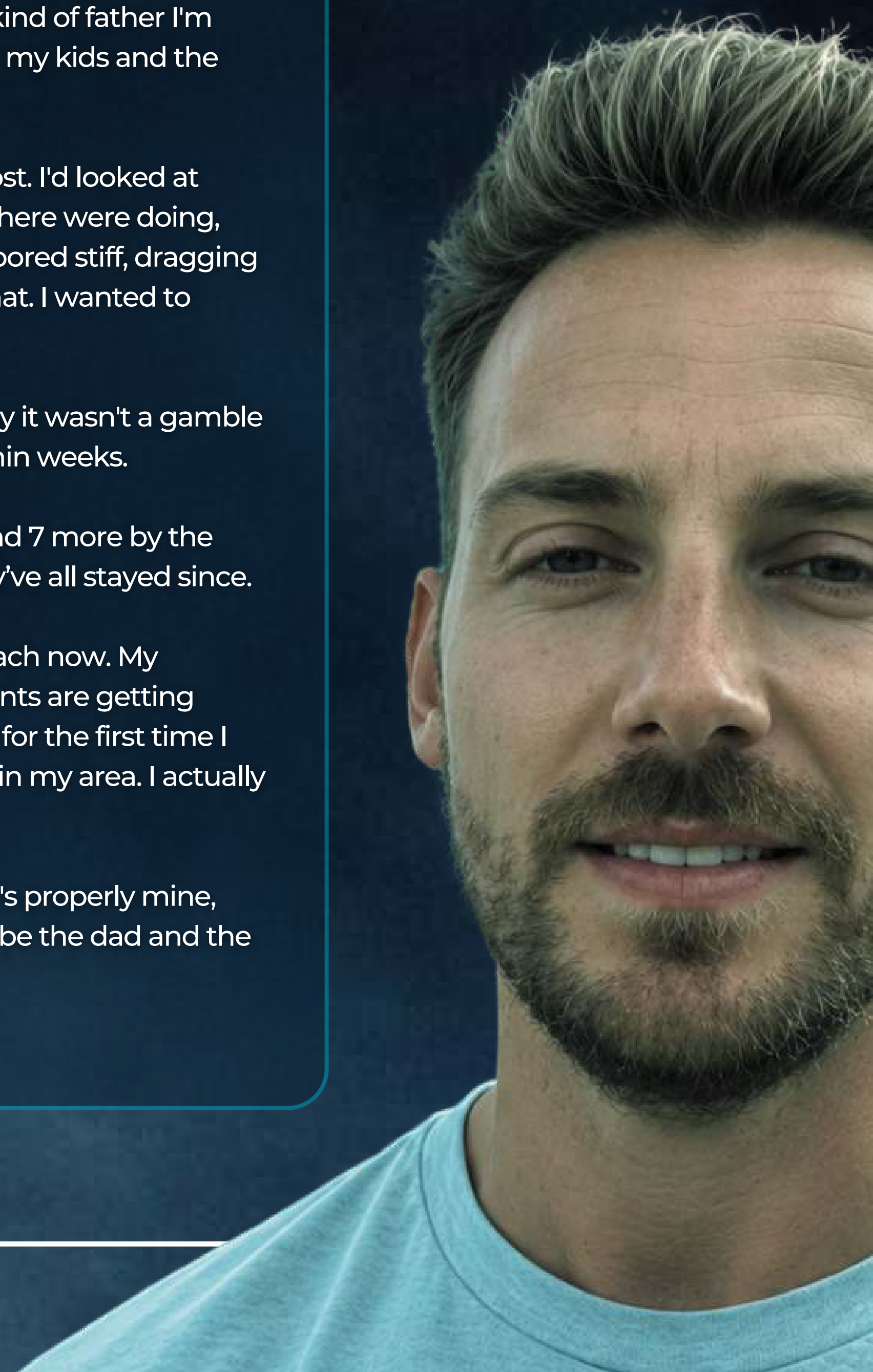
My biggest reservation was the cost. I'd looked at cheaper courses other PTs round here were doing, and one of them told me he was bored stiff, dragging himself through it. I didn't want that. I wanted to actually grow.

So I took the gamble. And honestly it wasn't a gamble at all, I made my money back within weeks.

I signed 8 clients straight away, and 7 more by the end of the first six weeks, and they’ve all stayed since.

But the real difference is how I coach now. My delivery's on another level, my clients are getting results they never got before, and for the first time I feel like the most clued-up coach in my area. I actually love coaching again.

Now I'm building something that's properly mine, and it's giving me the freedom to be the dad and the man I always wanted to be.



ANITA LAVELLE

“I now have a waiting list for my business. I’ve never felt more supported. If you’re on the fence, get off it. **He’s always there for you.**”

I've got a waiting list now. Something I never, ever thought I'd have.

Because when I qualified I thought I knew everything there was to know to get my female clients healthy and strong.

But after a while the imposter syndrome set in. My clients kept saying 'my body isn't changing, I'm doing all this training and getting nowhere'... and I was convinced I needed to fix me.

I'd followed Callum on socials for about a year, so I thought, maybe I'll get him to support me too.

And all of a sudden those same ladies who'd been stuck started getting results. They started being happy. And I felt so much more confident in myself.

But the biggest thing is his community. If I'm ever scared, or confused, or the imposter syndrome creeps back, I just reach out, to Callum or one of the others and they get it.

I'm just not on my own anymore.

Now I get to live out my passion, I've got the freedom to actually spend time with my family, and I've never felt more supported.

If you're on the fence about joining... get off it. Honestly. He's always there.



Z A A K I R A K H A T U N

“But that's where Callum is different from other mentors. Other mentors are fixated on numbers, metrics, DMs, followers. **Callum focuses on you.**”

I had a deep-rooted belief that you needed this huge, robust fitness background to even earn the right to coach, so the imposter syndrome was constant.

I was exhausted by the trial and error, forever discovering gaps in my business and programme I had no idea how to fill.

Callum changed that. He started by filling the coaching & nutrition gap, teaching it in a way that genuinely makes sense, and teaching it so I could actually deliver it to my clients.

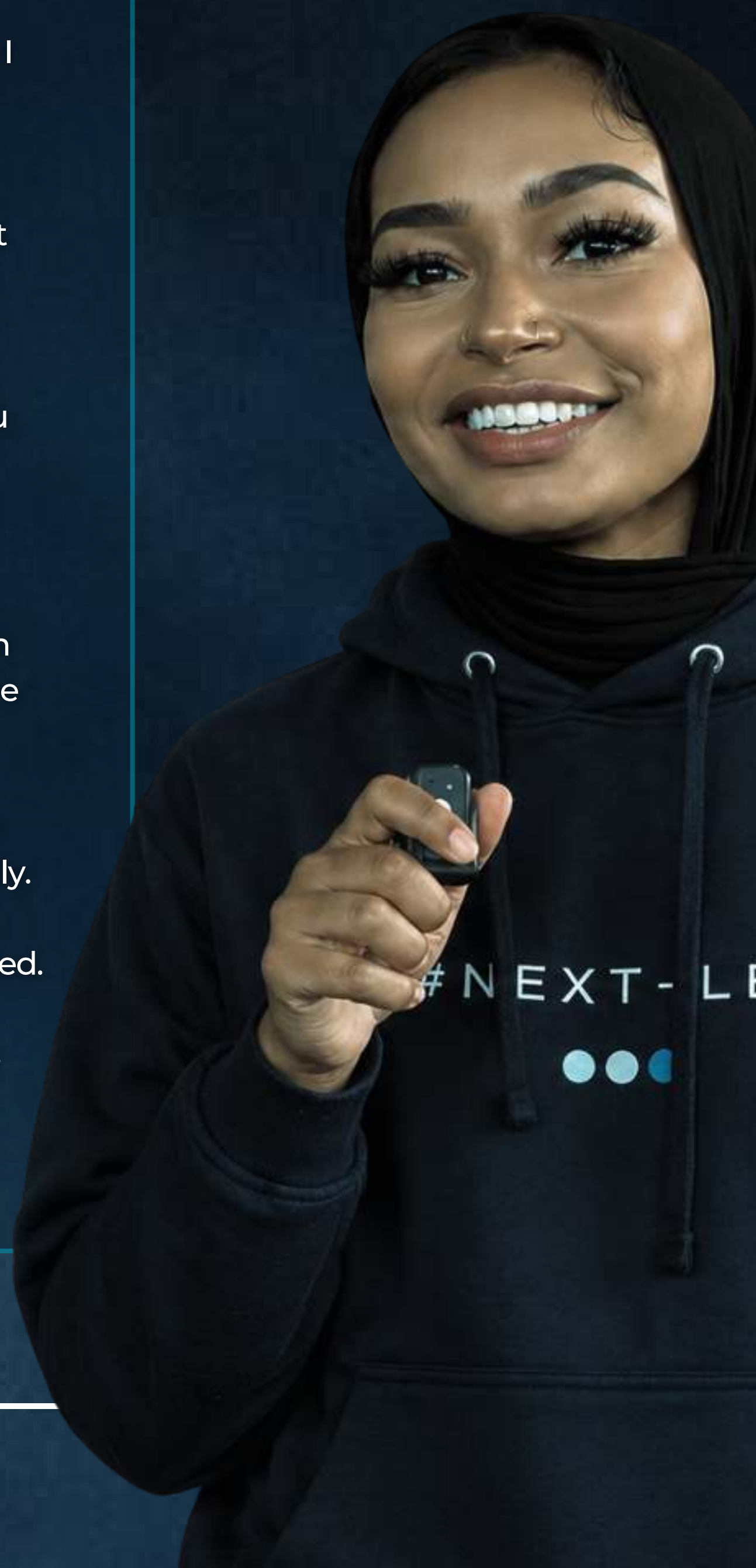
And he has a habit of turning up exactly when you need him most.

But that's where Callum is different from other mentors. Other mentors are fixated on numbers, metrics, DMs, followers. Callum focuses on you, on you becoming solid as an entrepreneur first, before you build the business.

The milestones I've hit under his mentorship have come back tenfold, and I don't just mean financially.

I mean in the number of women I've actually helped. I can't put a value on that. I've signed up for life, because I'm finally building my own thing, and it's never about the DMs and the sales.

I cannot recommend Callum enough.



D Y L A N S T E W A R T

“ **I was ready to quit.** Now my business is completely on my terms. I coach who I want, when I want, how I want, from wherever I want.”

I hated my business before I started with Cal. I was earning good money, but I absolutely despised it.

Everything I'd been told said that to grow, I had to be chained to Instagram, posting content every day, DMing strangers, living in my inbox.

So that's what I did. Sales call after sales call, trying to close people I'd never met. It was soul-destroying.

I texted Callum one day and said, 'This is it, I'm done, I'm packing it in.' Four years in.

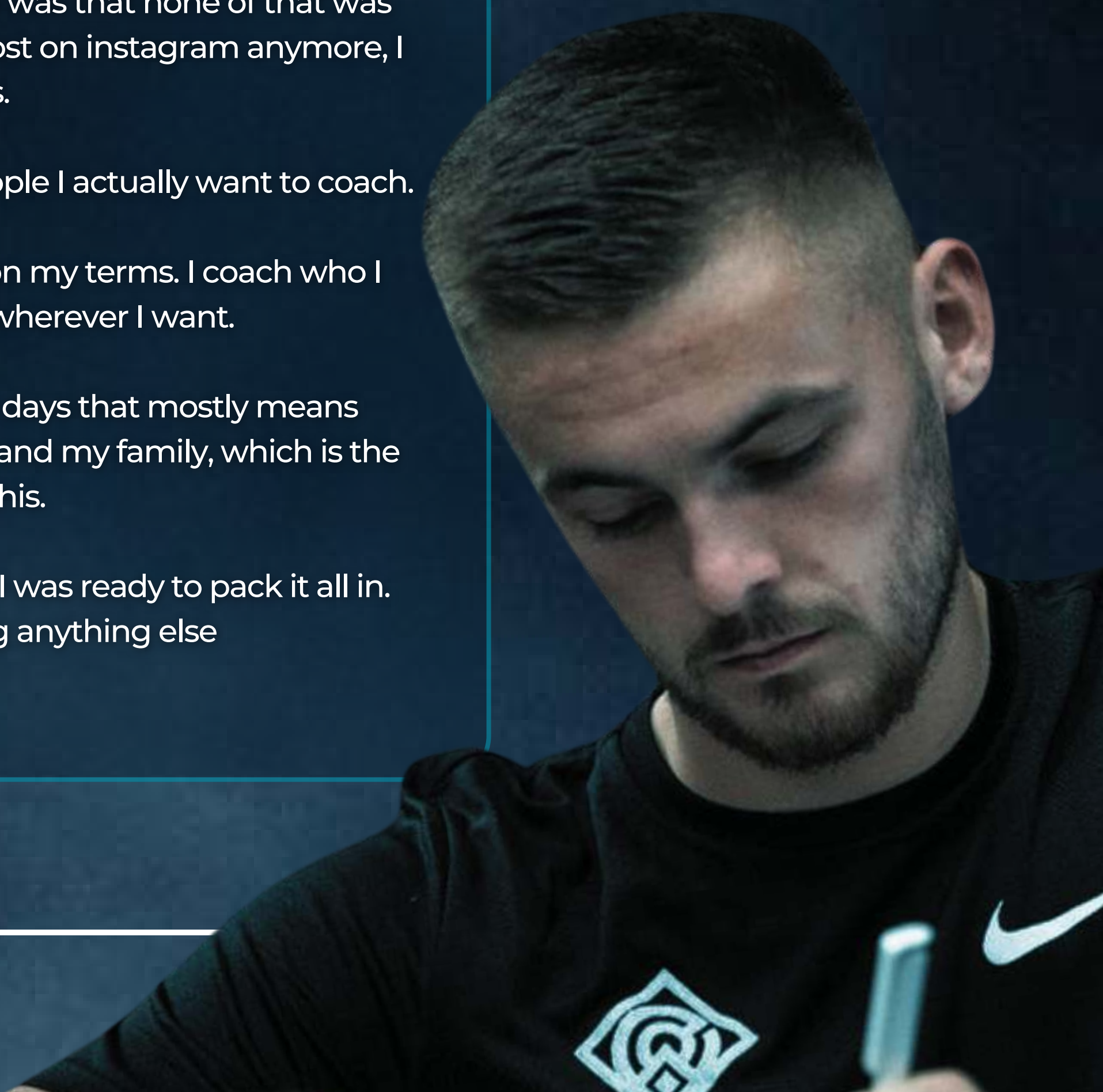
What Callum showed me was that none of that was true. I don't relentlessly post on instagram anymore, I don't chase anyone's DMs.

I just get to coach the people I actually want to coach.

And now it's completely on my terms. I coach who I want, when I want, from wherever I want.

I'm fully online, and these days that mostly means from Spain, with my wife and my family, which is the whole reason I do any of this.

A couple of months back I was ready to pack it all in. Now I can't imagine doing anything else



What More Next Level Members Say

SAM STEWARD

The support I've received from Callum is amazing. I now take a monday off completely. Callum refers to this as a rejuvenation day!

I have clients who stay with me for years and the time, energy and freedom to live my life!



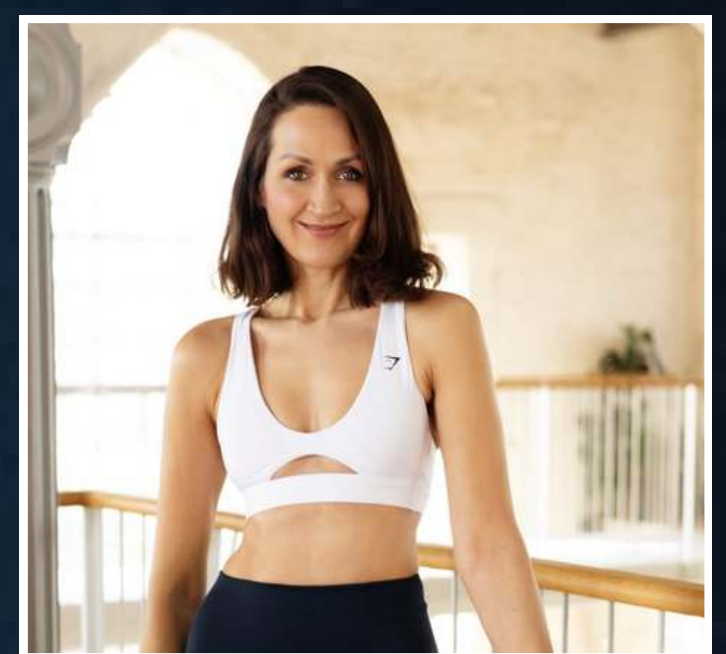
ANNEMARIE BOYLE

Within 4 months of working with Callum I was able to quit my job and go all in on my coaching business. I went from coaching 60 hours a week to 13 hours. But I've doubled the number of clients I'm working with and I'm able to spend quality time with my family.

KSENIA SAMINA

I was part of a business mentorship before, and while it was valuable, I just wasn't getting the level of support that I needed.

Nothing quite compares to the personal support I actually get. If you're after a blanket approach, this isn't it!



MALCOLM SIRISENA

Within 4 months I'd tripled my investment back. Whenever I'm working with Callum the guidance is completely tailored to me, and surprisingly it always works!

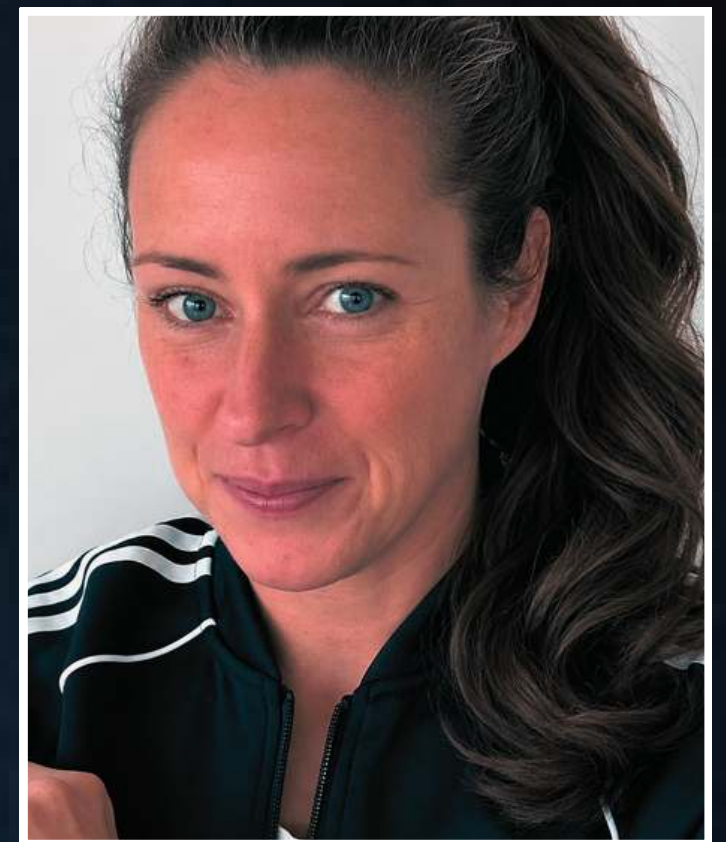
If you're after something that's actually going to deliver, you need to join The Elite Coach.

What More Next Level Members Say

YVONNE PETZKE

I've had several business coaches, and none of them are like this.

From the bottom of my heart Callum is a one of a kind coach you must work with. Him and the community is so special. It's that special I became a lifetime member.



RYAN LAVERY

When Callum offered me the lifetime membership it was a complete no brainer. The support, the learning and the growth I've experienced is amazing.

I've got a waiting list and I have more time than ever within my life not just business