



WHY

ONE-SIZE-FITS-ALL

PROGRAMS DON'T WORK

AND WHAT YOU SHOULD DO

Xenios Charalambous

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INTRODUCTION



I'm **Xenios Charalambous**, founder of [Xeniosfitness](#), and I want you to know up front - **I get you!**

I get that you want to lose weight, reshape your body and transform your life. I also get that you're weary of walking the same road you've walked over and over without long term results.



If you're sick and tired of how you look and feel, all the aches and pains, the bulges and dwindling confidence, I get you.

You've likely tried many times to turn the situation around and think you've failed.

In fact, you probably think, "I've failed so many times before, so why will this be different?"

Let's take a closer look at that thinking, though –

Have you really failed at all?

No! Regaining all the weight lost after dieting and following a workout program is an opportunity to see where you went wrong; it's not failure.

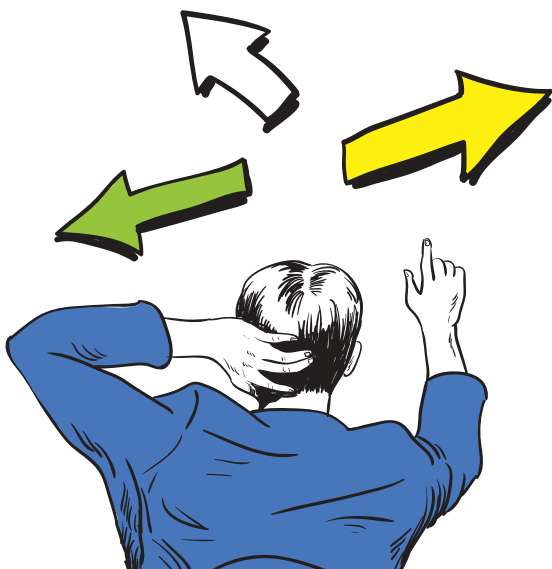
We don't automatically know how and what to do when our weight gets out of hand. That's why we need first to understand our unique circumstances and body so we can select the best options for our weight loss and fitness journey.

Did you have options and access to education before you started all your previous programs?

Not likely! I know that because I've carefully studied every kind of diet and workout program that gets promoted; I can tell you why they're all destined for short-term results. Their approach is one-size-fits-all, but every one of us differs in our genetic makeup, lifestyle, age and health condition. Cookie-cutter programs often deliver fast results, but here's the thing – they're unsustainable in the long run.

Hugely restrictive diets and rigorous daily exercise routines sound great when we start and want to shift excess weight. However, day in and day out schedules imposed on what we enjoy and have time for are unsustainable. We can't maintain them, so we give up and believe it's us who's failed.

That's why I designed the **Spartan Coaching Program** so that people like you can realize you haven't failed; you've been failed by marketing that created unrealistic expectations!





Matthew O

Massachusetts, USA



BEFORE: 215 lbs

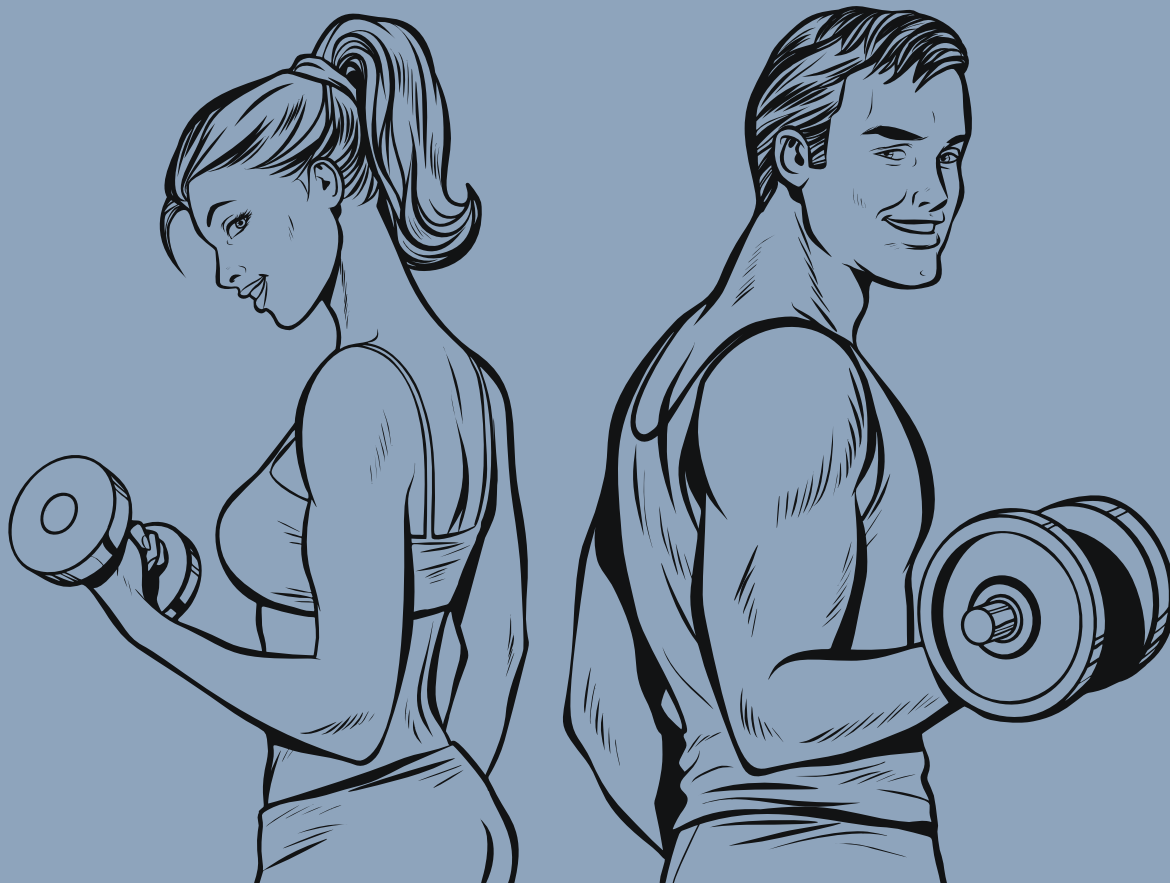
AFTER: 178.5 lbs

TIMEFRAME: 7 Months

"One of the best decisions I ever made. I wished I had discovered this a long time ago as I tried many programs without success. After 20 years, I have no more back pain, my cholesterol is down, my sugar is down, and everything feels amazing. I was at a class reunion, and people were telling me how I changed. It really feels amazing to receive compliments and knowing that I have my health back. One of the best investments I made for myself this year. Thanks to Xenios and his team."

Matthew was 215lbs when he joined our program. For the previous 20 years, he'd been suffering from lower back pain, raised cholesterol and high sugar levels. Nothing worked before, but within 7-months of being in the Spartan program, his weight dropped to 178.5lbs, and he continues to benefit.

Read on to see how you can makeover your life as Matthew has...



**WHY ONE-SIZE-FITS-ALL
PROGRAMS DON'T WORK**

WHY ONE-SIZE-FITS-ALL PROGRAMS DON'T WORK



Before we continue though, I want to tell you exactly why these cookie-cutter programs don't work.

Firstly, each of them is marketed and sold en masse as the best solution out there. That in itself is a RED FLAG because they're telling you that the solution to your problem is the same as everyone else's.

When you take a closer look, you'll notice that there's nothing in their material that drills down to find out who you are and what you need to succeed. That's simply because they don't care!

These programs don't consider that:

- Your nutritional needs vary and aren't the same as other's
- You need a workout program that suits your physiology
- You need ongoing support to stay motivated
- Proper education is essential



As a result, these programs can only fail, but you end up thinking it's YOU that failed.

Allow me to explain the importance of these points in more detail.



**WE ALL HAVE UNIQUE
NUTRITIONAL NEEDS**

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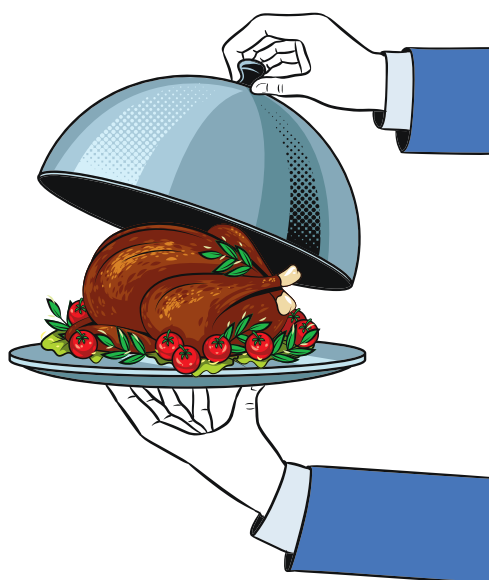
That apart, our dietary needs fluctuate depending on what's happening in our bodies and external factors. In other words, we can't flourish and be healthy if we eat the same food in the same portions every day, no matter what. We also can't thrive on the same combination of foods as everyone else.

That's precisely what cookie-cutter diets do! They feed us all the same food and portions with the promise that we'll lose weight and continue happily ever after. But think about that; how can it be true?



Even if these diets adjust for gender, age and height – there's much more to us. We can get injured or sick, which means our bodies require nutritional support to heal. When it's cold, our bodies need more energy to keep warm. Then, what if our weight fluctuates?

Another issue I have with one-size-fits-all diets is how people have to change what they eat entirely. Although we can do it short term, few can sustain eating foods that they find unappetizing. Not only that, we're social creatures – we have family, friends and colleagues.



Part of enjoying life is sharing dinners and eating in restaurants to enjoy one another's company. Restrictive eating dampens our fun and imposes on our culture. So we cheat and end up feeling guilty or just giving up.

Long term success relies on an adaptable eating plan that considers your culture, health, lifestyle and current weight. Suitable adaptations must be made when things change, like when you're travelling.

You can't adapt your diet, though, if you don't understand what you're eating [and avoiding] and why.

Our program takes care of that by considering your current health, what you're accustomed to eating, and your lifestyle and creating healthy solutions around that.

We offer tailored meal plans designed specifically for you that can be adapted around your circumstances. Not only do you get a recipe book of over 150 sustainable ideas on our app, you get to see how to prepare them as well with instructional videos. Once you've selected a recipe, you can upload all the nutritional content to your profile via a barcode right away to add to your data analysis.



Nitin is a perfect example of how important enjoying your meals is – Originating from India, Nitin now lives in Minnesota, USA. His preferred foods include khichdi, rice, biryani, dal, roti, chapatti, and bhajiya, so he was unsure about joining our program. He decided to take the plunge and joined us at around 177lbs with 26% body fat. Within 6-months, his weight was at 154lbs with 11% body fat. This is his advice –

Nitin J.

Tennessee, USA



BEFORE: 177 lbs, 26% Body Fat (80 kgs)

AFTER: 154 lbs, 11% Body Fat (69 kgs)

TIMEFRAME: 6 Months

"Before joining the Spartan Coaching program, I was looking at the testimonials, before and after picture, and I was thinking that this can't be real. Right now, I can't believe that I am a part of the testimonials. Really grateful about the results and knowledge I got, and I encourage everyone to take action and become a member of our family at the Spartan Coaching program."



**THE WRONG WORKOUT
PROGRAM CAN DO MORE
HARM THAN GOOD**

THE WRONG WORKOUT PROGRAM CAN DO MORE HARM THAN GOOD



Just as with nutrition, we don't all benefit from the same fitness routines, and for the same reasons – we're all unique.

In reality, adopting a program that doesn't consider your body's current condition and all underlying health conditions can do harm that could take months to heal.

You might end up wasting your time entirely as well. And if that happens, your enthusiasm and dedication ends right there, and you believe you've failed.

This isn't just hearsay – it's backed by [scientific research](#). A study found that considerable variation exists between people in their muscle response to resistance training. The aim was to quantify the range of responses concerning training-induced change. Fifty-three untrained young men in the study did progressive leg-extension training 3-times a week for 9-weeks.

Researchers concluded that training-induced changes varied substantially between individuals giving rise to more significant inter-individual variability. This is what they found in the areas they studied –

- MVC torque increased by $26 \pm 11\%$ [$P < 0.0001$; range -1 to 52%]
- F increased by $22 \pm 11\%$ [$P < 0.0001$; range -1 to 44%]
- PCSA increased by $6 \pm 4\%$ [$P < 0.001$; range -3 to 18%]
- Specific tension increased by $17 \pm 11\%$ [$P < 0.0001$; range -5 to 39%]

This study clearly indicates why one-size-fits-all workout programs do harm.

The "experts" who sell them to you don't put any effort into figuring out what your body needs to achieve the best results.

Conversely, that's what our workout program does! It's designed explicitly for you, with your input, to ensure you're building your body in a way that will have optimal effects.

Before we get you started, we'll spend time with you, chatting and getting to know more about your lifestyle, what activities you enjoy and how much available time you have.

You only start once your routine gets designed, and there's loads of support and training from our side. We do this through our app, where you'll find videos explaining how each exercise gets done correctly, and you get to upload your daily data.

[Just to let you know, the way we design workout programs are very friendly to beginners, and there's plenty of how-to videos and info available. So if you've never been to the gym before, don't worry.]



**SUPPORT IS JUST AS
IMPORTANT**

SUPPORT IS JUST AS IMPORTANT



Even with a top meal plan, a great workout routine and the best intentions, we give up if we don't have the proper support. Because we know that, we provide you with all the help you need to succeed.

I haven't come across a single cookie-cutter weight loss and fitness program that offers ANY valuable support at all.

With us, you have ongoing access to our team, who can view your daily progress in real-time by accessing your analytics, making the advice you get genuine. A dedicated one-on-one coach gets assigned to you. We create a private chat session with your dedicated coach and me; this way, you can ask us questions anytime you want and get feedback from us every 48-hours.



Apart from this, twice per week, we host our Q&A calls where you have the opportunity to speak with a coach from team-live or me to get feedback or answer your questions. Another point of contact is our members-only Facebook group, where you can chat with other members and share your challenges and successes.

As you lose weight, become fitter, eat better, and health conditions clear up, your workout program gets adjusted. Similarly, if you're travelling or have less time, we'll update your schedule to accommodate your routines without impacting your program negatively.



Dana P from New Jersey, USA, is a perfect example of how our program embraces everyone's unique needs. Dana (51) had previously tried so many methods to get ripped that he felt pretty hopeless. He joined us, weighing 173lbs. It took only 4-months for him to get ripped at 155lbs!

Our challenge was to design a solution that would allow him to enjoy the process while still maintaining high energy levels to get on with his daily responsibilities. This is what Dana says -

Dana P.

New Jersey, USA



"Xenios program is different than anything I ever tried before. I am 51 years old, and this is the best thing I ever tried. It is a different approach from all other programs, and he is educating us in a way that we can do it in our own way. Give it a try; for my wife and me, it worked perfectly."

BEFORE: 173 lbs [78 kgs]

AFTER: 155 lbs [70 kgs]

TIMEFRAME: 4 Months



**PROPER EDUCATION IS
THE KEY TO SUCCESS**

PROPER EDUCATION IS THE KEY TO SUCCESS



Without understanding why we're doing something, we're destined to give up. We give up out of frustration and disappointment and then wrongfully think we've failed.

We don't just design a workout and diet program for you; we teach you the science and logic behind your individualized program.

Now I want you to consider this truth -

As long as you keep wanting and trying to lose weight and get fit, you haven't failed.

Read that carefully again.

Doing something wrong doesn't equate to failure – it's a learning curve. And considering that our bodies are constantly changing, we can't keep on doing the same thing and keep expecting great results.

That's why education is essential to leading a well-balanced and healthy life.

Now, where do cookie-cutter program share that wisdom with you?

They keep on selling the same old, same old to everyone, whether it works or not. [If you've found a one-size-fits-all program that educates you thoroughly on what YOU need to succeed, let me know because I haven't found one.]

Education on nutrition and workouts matters, but we also get into your head because that's where all the wrong thoughts and bad ideas are hiding.



Our 9-sections holistic education program covers everything you need to know about transforming your body with step-by-step instructions, action items and proven templates.

Here's what you can expect:



▶ **SECTION 1**

We get through all the basics, so you're comfortable and ready to go.

▶ **SECTION 2**

Mindset coaching, or rewiring your brain, as we call it. Together we'll delve into discipline, consistency, motivation and all the other issues that hold you back or block your progress.

▶ **SECTION 3**

Nutrition and diet plan. This covers all the basics for you to design your own eating plan based on your choices. You'll also find barcoded recipes that effortlessly auto-upload nutritional content for you.

▶ **SECTION 4**

We take you through the fundamentals and foundations of the workout program so you can design your own based on lifestyle and time available.

▶ **SECTION 5**

Back to nutrition, but this time more advanced. You'll learn how to stay on track even when eating in restaurants, how to make cheat meals, what to do if you've cheated, eating while travelling and using supplements (if needed, but generally they're not).

▶ **SECTION 6**

Workouts once again, but more in-depth info. This section covers the Progressive Overload Principle, supersets and drop sets, changing your workout program, what to do when sick or injured, staying focused when travelling and how to structure your fitness program.

▶ **SECTION 7**

We're in your mind again to solve psychological issues. We guide you through mental obstacles such as not losing or gaining weight, strength and muscle building, not gaining muscle and strength and how long it will take to reach your goal.

▶ **SECTION 8**

Watch the pro. Here I tell you how to get it right, and I share workout videos that I know will help you.

▶ **SECTION 9**

Taking it to the next level. This finale tells you how to make your life more comfortable by considering using meal prep companies, hiring a chef, optimizing your sleep, handling dopamine detox, and becoming successful in life.



Abbas, a business owner from Sierra Leone, shared what he was looking for during our consultation call before joining the program –

Abbas H.

Sierra Leone, South Africa



"I tried many programs before, but nothing was designed according to my schedule. I need something realistic that would allow me to get in shape in still run my businesses in Sierra Leone. My main goal is to get a six-pack without taking out time for my businesses."

BEFORE: 188 lbs (85.5 kg)

AFTER: 161 lbs (73 kg)

TIMEFRAME: 12 Weeks

This is what transpired:

When he started, he was 188lbs with 22% body fat. In just 3-moths Abbas lost over 27lbs of fat while gaining muscle. He ended up weighing 161lbs with less than 10% body fat, and he's maintaining it well.

Abbas made the decision, took action, and achieved his goal. He didn't just lose weight – he went from flabby to shredded!



TO WRAP IT UP

TO WRAP IT UP



When you join the Spartan Coaching Program, your life will get transformed.

Does that sound like an empty promise you've heard before?

It's not, and here's why –

What you've heard before is the sales talk of one-size-fits-all weight loss and fitness programs.

This is how you spot them:

- Buying into their program will result in losing weight/getting fit fast
- Generic application forms that ask for only basic info
- All-purpose pages of instructions, recipes and daily/weekly/monthly plans
- Special prices on their branded food, supplements and products
- A low price that looks good on paper [monthly/annual memberships]

Here's what you DON'T get:

- An upfront consultation, follow-up or progress chats (unless you buy further services)
- Education on why their solution is right for you
- Consideration of existing health conditions/injuries
- Support and access to professionals if you've got questions



When you sign up for the Spartan Coaching Program, you get:

- An in-depth upfront consultation
- A guarantee of long-term success when you follow the program
- Personalized nutrition plan and workout program based on your specific taste and needs
- Full access to our app that gives you control of your journey
- Extensive how-to videos detailing exercises and recipes
- Analytics that track your progress in real-time
- Regular contact with the team through chats, Q & As, and individual consultations
- Access to our private Facebook group to learn and share challenges and successes
- Extensive education on why the program works and how it's adapted to suit you
- Full attention to existing health conditions/injuries to heal or reverse them
- A once-off lifetime membership fee
- A 90-days action-based money-back guarantee

Here's what you DON'T get:

- Unworkable promises that create unrealistic expectations
- Generic plans and routines that apply to everyone
- Inflexible diets and rigid exercise plans
- Hidden costs and strings attached



The Spartan Coaching Program is totally different from anything you've tried before. We get you where you want to be through education and support, not just diets and exercises. Our program is flexible and empowering, not restrictive and controlling - and most importantly, it's personalized to you.

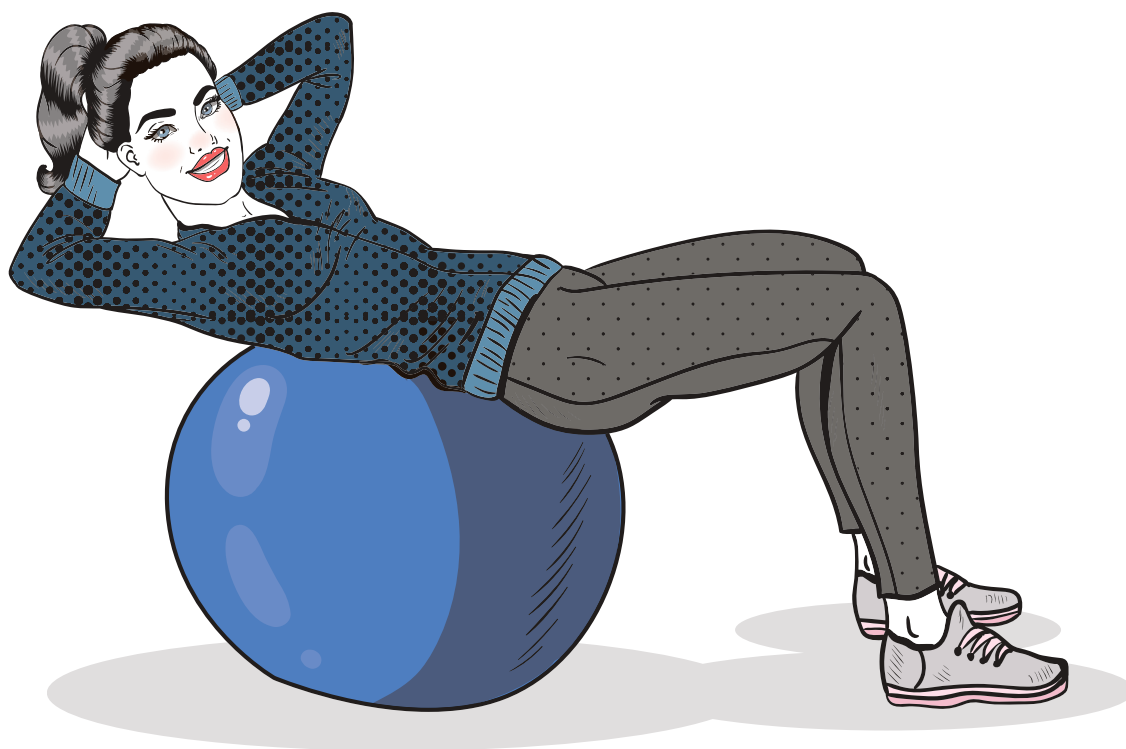
If you're serious about investing time and energy in your health and body shape, we'll get you there.

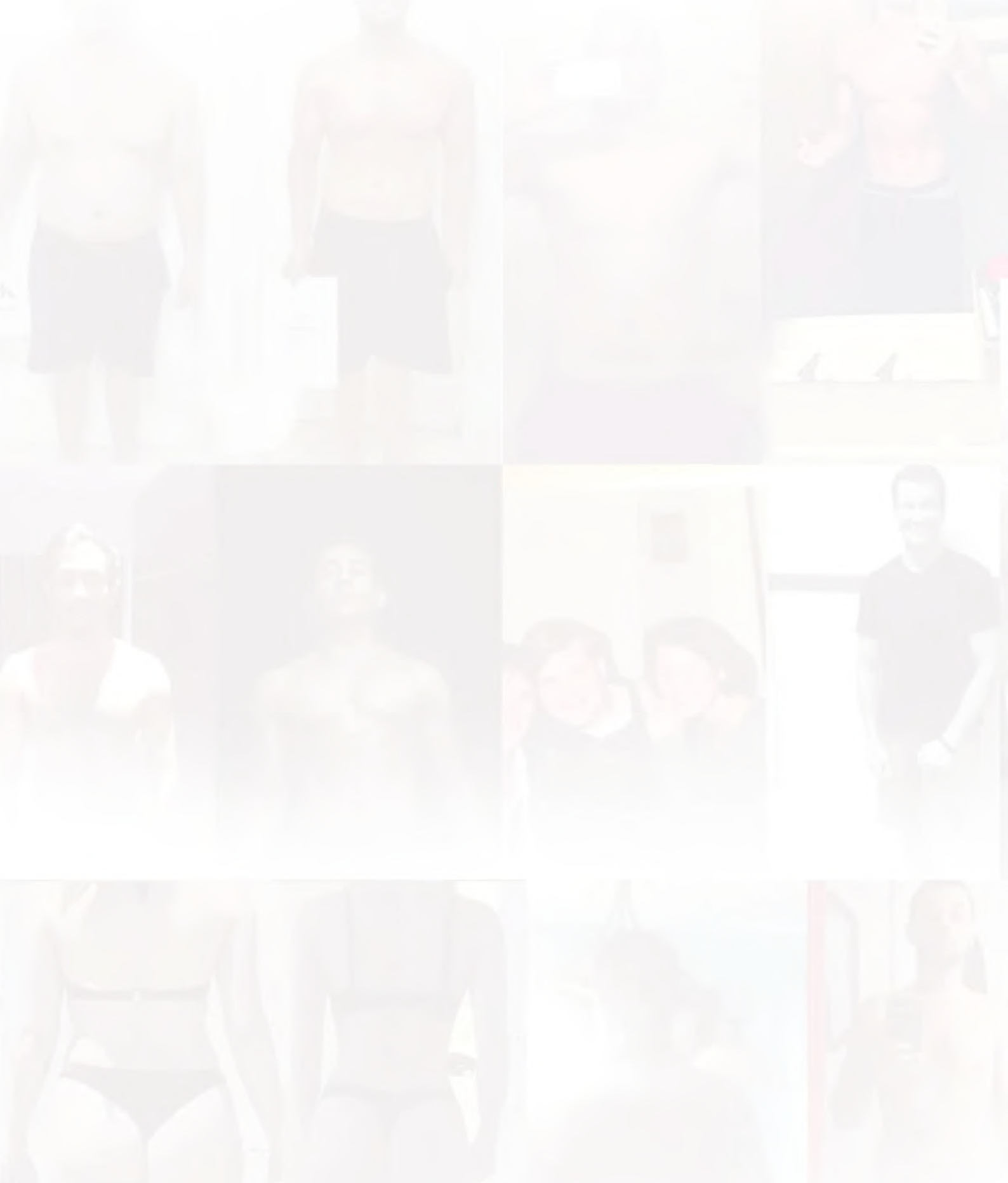
No matter what age you are, how much weight you want to lose or what type of results you're looking for – we'll design a personalized solution for you.

Book a free consultation now and here's what we'll do for you:

- Spot the problems and tell you how to fix them by analyzing your lifestyle, diet and health
- Set realistic goals and timeframes to create the right weekly expectations
- Give you a detailed execution plan to achieve your goals and maximize results
- Provide a quote that details your investment and how to get started

I'd love to hear more about your goals and challenges. [Click here](#) to book a consultation.





Why one-size-fits-all programs don't work and what you should do

By xeniosfitness.com