

WARRIOR SCHOOL

2024

WARRIOR SCHOOL

CREATE THE BODY YOU **LOVE** AND GET
THE LIFE YOU **WANT**



PROGRAM PROSPECTUS 2024

WARRIOSCHOOL.CO

HELLO!

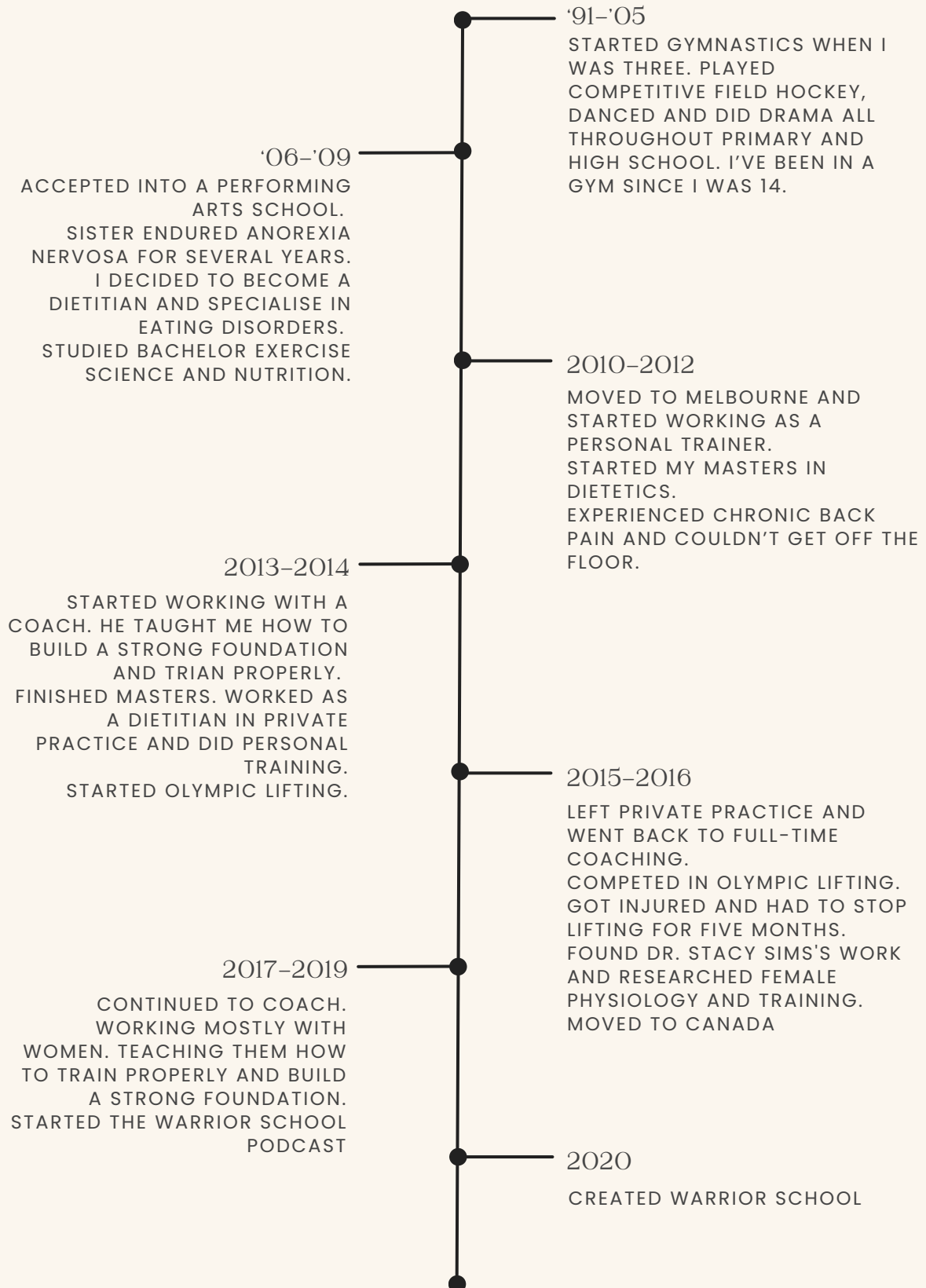
Warrior School was created to teach you *all* the things you should have been taught in school - about female physiology, training properly, nourishing your body and performance - so you can create the body you want.

MY MISSION

My mission has always been simple – teach women how to train and eat properly. I want every woman to know what it feels like to lift a heavy barbell. To move a weight she once couldn't lift, I want her to have a great love affair with lifting weights. I want her to create the body she loves, so she can live the life she wants!

HISTORY OF WARRIOR SCHOOL (AKA HOW IT ALL BEGAN)

THE KEY 'DOTS' THAT LEAD ME TO DO THE WORK I DO





THE STATS

50+ women since 2020 (and 100s more over the last 15 years)

Women all over the world (5+ countries)

Aged 35-65

Mums, small business owners, corporate, artists, psychologists, lawyers, CEOs, managers, teachers, health care practitioners

OLD GAME VERSUS NEW GAME

Navigating women's health and fitness feels like a maze of conflicting information.

As if the pressures of 'having it all' weren't enough, then come your 40s—hormonal changes, energy shifts, and unwelcome weight gain.

What you were doing to feel good and control your weight isn't working anymore. You're left questioning, "Is there something wrong with me?" "Is it all downhill from here?"

I want you to ignore the fear-mongering whispers that claim it's all downhill after 40. That losing your energy, aliveness, and power is just an inevitable part of ageing.

Yes, changes happen: body composition changes, hormonal fluctuations – but here's the truth:

We now know that you have more control than you think. Your 40s is a pivotal moment to shift your approach, and optimise your body, and embrace a revolutionary new approach for this phase of life.

OLD GAME VERSUS NEW GAME

Research shows that perimenopause can be a critical phase where unfavourable changes in body composition and metabolism begin – increased fat, decreased muscle, and a slowed metabolism.

These shifts peak in the four to five years leading up to menopause, going beyond typical ageing effects.

But the cool thing...we can minimise these effects through training and nutrition.

The research is groundbreaking.

Showing us a potent way to train, eat, and live as we embrace our 40s and beyond. It's not about slowing down; it's about gearing up:

- 01. Eating strategically to optimise energy and body composition**
- 02. Training properly and owning the movement**
- 03. Recovering well**
- 04. And prioritising yourself above all else**

OLD GAME VERSUS NEW GAME

Strength training and nutrition, specifically tailored for women in their 40s and 50s, is a game-changer. It's not just about body composition, exercise routines or fad diets; it's about empowering you with the knowledge, tools, and personalised guidance to thrive.

It's not just about knowing what exercises to do; it's about understanding how to approach it all and integrate it seamlessly into your life.

Every woman strives for a beautiful body, but achieving it requires more than stringing together exercises and strict diets. A lot of women put in the work. They're consistent. But they are stuck wondering why they don't see the body they want. When they walk into a room, they still don't feel beautiful.

When we take control and transform the training process into something beautiful and enjoyable, making our movements graceful, the result is a body that radiates beauty, strength, grace, and power.

OLD GAME VERSUS NEW GAME

Welcome to the new game of women's health and fitness. We're re-writing the rules to optimise metabolic function, build a strong body, and create a new life of power, ease and grace.

THE TIME IS NOW.

Let's play to win

Amy xo

Start-stop training vs Consistent long-term training practice

The start-stop cycle leads to frustration and minimal progress. Consistent training builds a strong foundation, leading to sustainable progress and long-term success.

Online plans that don't work for you vs Personalised program

Generic programs overlook your individual needs, causing poor results and slow progress. Individual plans address your unique goals and challenges, ensuring effective and efficient progress.

Being in pain vs Moving with power and grace

Chronic pain limits your ability to move freely, impacting your quality of life. Overcoming pain and developing strength allows you to move with ease and confidence. Moving with grace is always the priority.

Weight Loss Focus vs. building the body you love

Aiming only for weight loss is discouraging and unsustainable, often leading to unhealthy habits and a negative self-image. Focusing on strength and aesthetics fosters a positive relationship with your body, promoting overall health and self-confidence.

Warrior School is the ultimate one-to-one strength training program for women who want to create the body they love at 40 and beyond.

There are three parts:

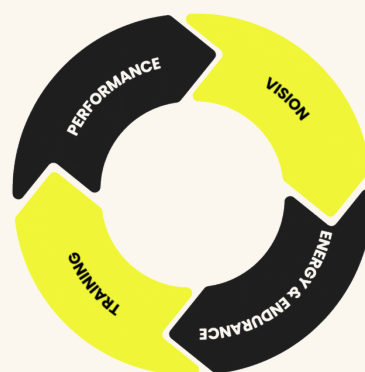
- One to One Coaching
- The Warrior Way Model
- Group Calls and Live Events



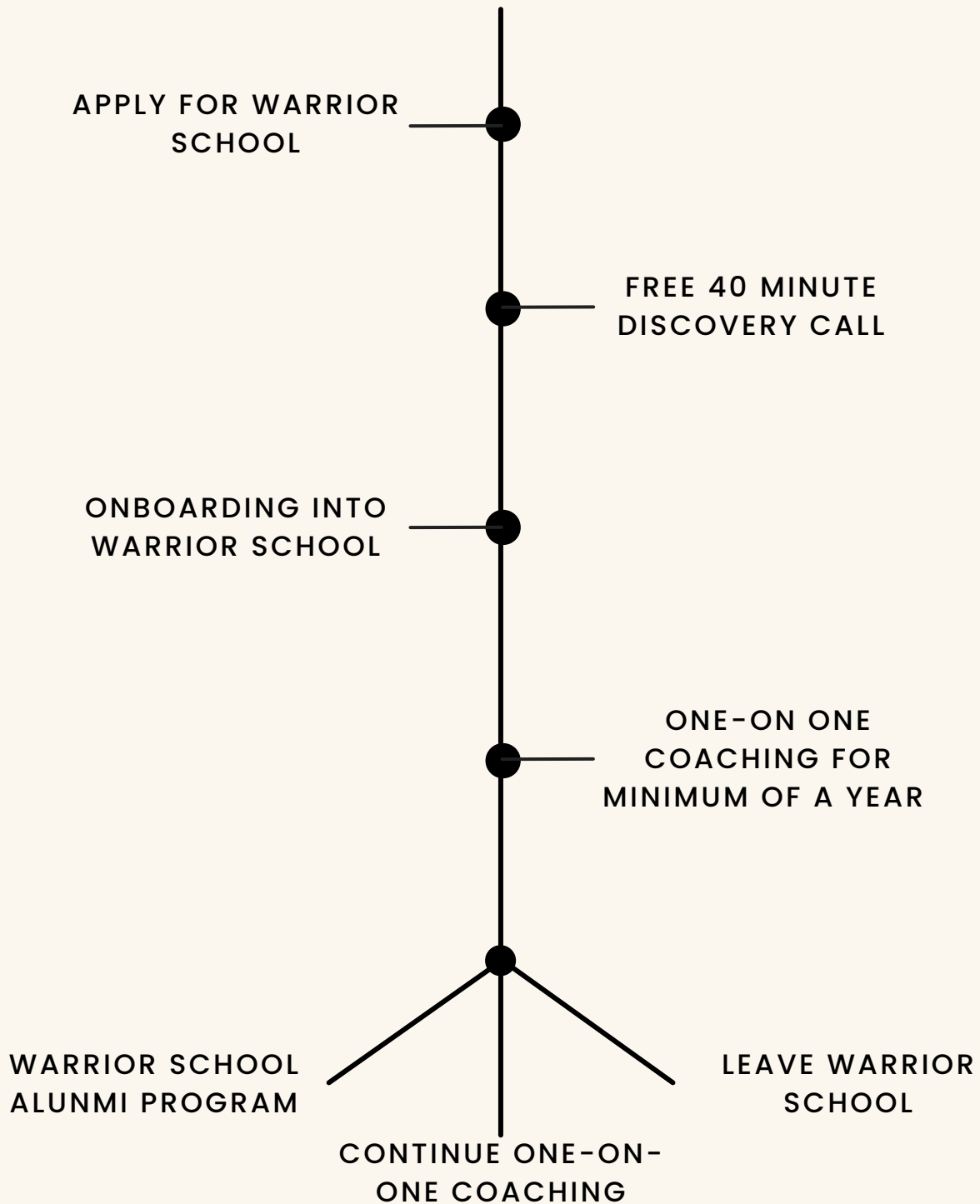
HOW DOES WARRIOR SCHOOL ACTUALLY WORK?

What you'll learn in Warrior School is based on over 15 years of experience, not theory. I personally guide you to success using my exact model and curriculum – The Warrior Way Model.

- **01. Vision**
Define your vision for your next chapter in life. First, we focus on your goals in training and life. This step helps you get clear on what you want and how training fits into your life.
- **02. Energy**
Next, we work on fuelling your body properly for the journey. We create a food plan that provides stability and energy and fuels your training.
- **03. Training**
Then, it's all about learning to train effectively. You'll build strength and feel good in your body by training the right way.
- **04. Performance**
Finally, once you've got the basics down, we kick it up a notch. We'll use detailed info to take your training to the next level for peak performance and awesome results.



HOW DOES WARRIOR SCHOOL ACTUALLY WORK?



WHAT YOU'LL EXPERIENCE:

- **01. Proper Training:**
Learn how to train for your body's changing needs, ensuring optimal results without burnout or injury.

- **02. Health Redefined:**
Approach health holistically, learning how to read and understand your body, addressing metabolism, exercise, nutrition, mindset, and lifestyle adjustments for sustainable wellness and results.

- **03. Exercise Reimagined:**
Individualised training programs that cater to your age and stage, promoting strength, flexibility, and vitality.

- **04. Nutrition Mastery:**
Understand the nutrition that fuels your body and gives you energy during this phase, supporting energy, metabolism, training, and overall well-being.

- **05. Long Way Home Approach:**
Strategies to cultivate a positive relationship with fitness, health and your body, sustaining your vitality and strength long-term.

WHAT SETS WARRIOR SCHOOL APART

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Rather than trying to get more women into Warrior School cheaply, I've built a program with depth and meaning.

I created a one-to-one program that helps you completely redefine how you train, and how you see exercise and life. You build a new relationship with your body, and with how you approach strength training.

I currently work with over thirty-five women globally, with a premium coaching offer.

You don't just need a program, you need someone to guide you through the intricacies of proper training, to empower you to confidently adapt and modify your strategies based on your body and current life phase.

That's why I created Warrior School.



LEAH

38, Photographer, Mama, Wife and Warrior

"I JUST ORDERED A LINGERIE SET FOR MY SHOOT AND IT FIT BETTER THAN I THOUGHT. I AM SEEING BODY COMPOSITION CHANGES EVEN WITHOUT THE SCALE MOVING. CLOTHES ARE FITTING BETTER AND I FEEL REALLY GOOD IN MY SKIN."



Before I found Amy's program, I tried lots of plans online, but none really worked for me. I was scared to try something new and fail again. But Warrior School felt different—it asked me to commit and plan more. It was more personal and felt like I had more responsibility.

Warrior School totally changed my life. I got more consistent, not just with exercise and food but with everything. I got stronger, felt more confident, and even lost weight. It was amazing to see how much I improved.

This new consistency helped me in every part of my life. **I had more energy for work and my family.** Being stronger made everyday things easier. Feeling confident at the gym helped me in my job and at home.

The special plan they made just for me, and meeting in person every month, was something I never got with other programs. It made me feel more confident.

Warrior School was a big change for me. **It helped me more in two and a half years than anything else did in ten years.**

Here are three strategies Leah used to achieve better results and gain more confidence in her body:

Action 1.

Strength trained three to four times a week—completing over 350 training sessions since June 2021.

Result:

Created a long-term training routine, increasing her strength and lean muscle mass.

Action 2.

Increased her protein intake and consumed more calories earlier in the day and around her training sessions.

Result:

Decreased fat mass, built lean muscle, improved her sleep quality, and had more energy for work and family.

Action 3.

Put less pressure on herself to 'be perfect' and get it 'right' and embraced a more flexible approach

Result:

Developed a healthy relationship with exercise and nutrition, experiencing less stress and overwhelm. She remains consistent and focused on her long-term health and fitness goals.

HOW WARRIOR SCHOOL IS LEADING THE NEW GAME OF WOMEN'S TRAINING;

- **01. Creating Vision:**
Define your vision for your next chapter in life. Remember Jim Camp's words: 'Vision drives decision.' Your vision is the key to the new game.

- **02. Strategic Training:**
Learn to approach training with strategy, empowering yourself with a purposeful and fun training practice that will build strength and create the body you want.

- **03. Foundation Building:**
Focus on building a strong foundation anchored in vision, nutrition, training and mindset for sustained health, strength, and vitality.

- **04. Elegant Mind:**
Powerfully manage your mind and shift your perspective on exercise and life, fostering an elegant mindset and embracing the long way home.

- **05. Personalised Coaching:**
Feel the impact of my guidance and support through tailored coaching calls, dynamic group sessions, personalised training, and the exclusive Warrior Way Model. I'll be there, guiding each step, fuelled by your vision.

WHAT'S INCLUDED IN WARRIOR SCHOOL?

- **01. Individualised training program**
Follow a proper training program tailored for you and where you are right now. Start with bodyweight strength training and transition into weight training to ensure you get as strong and athletic as necessary.

- **02. One-on-one coaching calls**
Each month you have a 60-minute momentum call and a 20-minute power strategy call to work on your training and strategy. We work through challenges and create a plan for the month ahead. These are the secret sauce to your success.

- **03. Group coaching calls**
There is a series of live coaching classes each month. We cover exclusive topics or concepts like vision, mindset, training, nutrition, and recovery to support your journey and help you achieve your goals. Also, meet other badass Warriors.

- **04. Online Community**
A private online community, full of other badass Warriors, where you can connect with other Warriors, share wins and ask questions. This also has a library of all past call recordings (she's like this circle of inspiration).

- **05. Challenges and Quests**
Participate in group challenges or quests that push your limits, accelerate your results and help you fall in love with training.

- **06. Live online and offline events**
Yearly live events where you get to be in a room with me and other badass Warriors working on your vision, training and game plan for the year ahead. This is one of my favourite parts!



SHAN

46, Sales Specialist, Mama, and Warrior

**IN JUST TEN WEEKS,
I LOST NINE POUNDS
AND 11.5 INCHES
ACROSS KEY
MEASUREMENTS,
INCLUDING NEARLY
TWO INCHES OFF MY
HIPS AND WAIST.**

Warrior School isn't just about workouts and meal plans; it **shifted my entire approach to training and fitness**. Five years ago, the focus was all about losing weight. The scale dictated success.

I tried extreme calorie deficits, consuming just a third of what I needed, combined with intense CrossFit sessions in the morning and HIIT classes in the afternoon. While this drastic approach showed some initial results, it left me starving, leading to binge eating.

Everything changed when we approached my goals differently. Instead of starvation and over-exercising, we **focused on eating enough food and strength training four times a week.**

One crucial realisation was that to see real body composition change, I **needed to address all the stresses in my life—mental health, personal, business, and family stress.**

For the first time, I felt comfortable buying a smaller pair of jeans and wearing clothing that highlighted my newfound shape. I now carry myself with my shoulders back and a straighter posture, feeling more comfortable and less concerned about my midsection.

I am no longer obsessed with the scale. My goals now revolve around what I can lift and how strong I can become, not just the number on the scale. I can't wait to build more muscle and get stronger.

Here are three strategies Shan implemented to boost body confidence and attain her desired physique:

Action 1.

Made significant changes to reduce stress—addressing mental health, work, and family issues—to feel mentally stronger.

Result:

Felt less anxious, found a better balance in personal and work life and overall, experienced greater happiness and life satisfaction.

Action 2.

Continued her four-times-a-week strength training, lifting heavier weights, and included 1-2 SIT sessions.

Result:

Achieved significant gains in strength, muscle, and cardiovascular fitness. The inclusion of SIT sessions helped her reduce her abdominal fat mass.

Action 3.

Adjusted her nutrition to match her menstrual cycle in the ten-week 'Play to Win' challenge, alternating between two weeks at maintenance and two weeks at an energy deficit.

Result:

Over ten weeks, she lost 9lbs and 11.5 inches, notably losing 2 inches from her hips and waist. This transformation allowed her to fit into a smaller pair of jeans and confidently wear clothes that showcase her new physique.

WHO I WORK WITH

- You are in your late 30s, 40s and/or 50s (and beyond)
- You want to learn how to strength train properly
- You wanna prepare well for this next phase of your life
- You want to create a body you love (but it ain't just about weight loss)
- You value the long game and are willing to take the long way home

WHO I DON'T WORK WITH

- You are in your 20s and are into fads, taking the short way and quick results
- You want meal plans and easy machine-based programs
- You're only interested in weight loss
- You're vegan and aren't open to learning about metabolic eating
- I also don't work with women who don't take responsibility and ownership of their minds, actions and behaviours.

THE INVESTMENT

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The Warrior School one-to-one coaching program is \$450 CAD per month for twelve months.

What happens after the twelve months?

Stay in the program and continue working with me one-on-one on a rolling monthly membership (cool fact: currently 80% of Women in WS have been with me for over two years).

Or

Have the opportunity to transition out of the premium coaching program and into the Warrior Alumni Program. The Alumni program is \$220 per month and is only for Women who have worked with me for at least a year, and/or who I believe are ready to graduate.

Or

Leave the program and cancel your membership

Warrior School is an investment for those women who want to show up for that. And I find that for the right woman, this investment continues to pay her back for the rest of her life!

Not sure if it's right for you? Me either. The first step is to fill in the form below. If I feel like it's the right fit, or I can help you with a plan, we'll jump on a free discovery call.

The discovery call is a free 40-minute call with me, so I can learn more about you and help you create a strategy. It will also give you a chance to see what's possible and ask questions. There are no obligations on this call.

[CLICK HERE TO BOOK A CALL](#)



KELSEA

36, Lawyer, Mama, Wife and Warrior

**“NOT TO BE
DRAMATIC, BUT
WARRIOR SCHOOL
HAS ABSOLUTELY
TRANSFORMED MY
LIFE. WARRIOR
SCHOOL BROUGHT
MY BODY BACK TO
LIFE.”**

Before joining Warrior School, I was in a place where I could tolerate very little movement or training without being exhausted; even short walks or basic workouts felt draining.

I had been on so many different (also difficult and usually restrictive) paths to feeling better that I was exhausted and close to thinking nothing would ever work.

My body, once fatigued and constrained, experienced a remarkable revival. Pelvic stability returned, allowing me to relish long walks. **Chronic pains vanished, replaced by newfound strength. Muscle growth, sound sleep, halting and ultimately reversing rapid weight gain from thyroid disease**—I experienced it all.

More than physical changes, Warrior School **brought back the joy in movement, instilling a sense of pride in my body’s resilience.** It wasn’t just a restoration; it was a gift of self—empowering me to navigate life on my terms.

Among Warrior School’s many virtues, Amy’s integrity stands out. Her approach combines expertise, compassion, and personalised guidance. She crafts programs that truly work, reflecting her genuine concern for individual progress.

Here are three strategies Kelsea implemented to overcome chronic pain and exhaustion:

Action 1.

Focused on addressing her weaknesses and chronic pain by meeting her body where it was. She started with two short bodyweight strength sessions and small walks on non-training days.

Result:

By starting gently and focusing on her body's current capabilities, Kelsea began to build a foundation. These initial steps helped alleviate some chronic pain and provided her with the confidence and physical capacity to progress further.

Action 2.

Slowly increased her training sessions, intensity, and volume. She began lifting weights three days a week and incorporated longer walks into her routine.

Result:

Now trains four days a week, including three strength sessions and one sprint interval session. Her strength has significantly improved, allowing her to squat over 200lbs and walk for as long as she wants without discomfort.

Action 3.

Gradually increased her caloric intake to find her new maintenance level, ensuring she was fuelling her body adequately for her increased activity levels.

Result:

Now has a regular 28-day menstrual cycle with minimal symptoms, increased lean muscle mass, and lost fat mass. Additionally, she has reduced the frequency and severity of flare-ups from her colitis.

