

CLIENT INFORMATION PACKET



TRAIN. PLAY. DOMINATE.

Prospective Athlete Quick Reference Guide

Table of Contents:

Hours, Rates, and Location	3
My Story-Travis Self	4
Strength & Conditioning Philosophy	7
General Physical Preparedness (GPP)	7
Building Strength	8
Transitional Exercises	9
Certifications, Degrees, Experience	10
Achievements	10
Strength Professional and Athlete Testimonials	11
Parent and Client Testimonials	14

Hours, Rates, and Location

Hours of Operation:

Monday: 6:00am-10am & 3:30pm-7:00 pm
Tuesday: 5:00am-9:00am & 3:00pm -6:00 pm
Wednesday: 6:00am-10am & 3:30pm-7:00 pm
Thursday: 5:00am-9:00am & 3:00pm -6:00 pm
Friday: 6:00am-10am
Saturday: By Appointment
Sunday: Closed

**Schedule subject to change during season(s). Please check calendar for current schedules. www.fittwarehouse.com

**Please call or email fittwarehouse@gmail.com to set up your first training consultation

PAYMENTS ARE DUE BY THE FIRST SESSION

Athlete Group/Sports Team Membership Options (3+ People):

Your first membership is 12 weeks. If we feel you are a great fit for the FITT Warehouse Program after you complete your first 12 weeks, you have the option to renew for 12 weeks or 12 months.

If price is your main concern then we are NOT the right program for you. You can go to the local gym or health club and your results will reflect your price. We are NOT the "Wal-Mart of Athletic Performance."

3 Days week - \$ 199 every 4 weeks for 12 weeks

2 Days week - \$ 175 every 4 weeks for 12 weeks

1 Day week - \$125 every 4 weeks for 12 weeks **(For In-Season Athletes Only!)**

S.A.Q. Rates (Speed, Agility, Quickness):

Sessions are currently twice per week and are \$12/session

**Please contact us about setting up a time for YOUR team to train together. **

Speed, Agility, & Quickness Rates:

Speed, Agility, & Quickness sessions are currently twice a week and are \$15 each. You must purchase 1 month or 8 sessions. Payment is due at time of joining.

Contact Information:

Phone Number: (678) 978-3400

Web address: www.fittwarehouse.com

Address: 120 Werz Industrial Blvd.

Newnan, GA 30263

Located in the second tan warehouse unit behind "Art of Tees" and the "Skate Park" as well as the "Calumet" sub-division.

My Story - Travis Self

I'm Travis Self, owner of FITT Warehouse Training Systems and once upon a time broke Dude with only hopes and dreams

First, I want to say I am humbled and honored that you are reading this story and I am even able to tell it like it is.

I have been training for some time now and have opened my own warehouse gym and even put up some videos and photos but what I haven't done is let you in on who I am, how I got started, and how to learn from my mistakes both under the bar and in business.

Ever since I could remember, I have been infatuated with the idea of how much weight I could move and how fast I could move it. I used to wake up real early to see the first sports center and then watch all of the strength training shows like "FLEX" and the classic film for all iron lovers "Pumping Iron" with the man himself Arnold. I read every back issue of Muscle and Fitness that my uncle gave me. I was always doing push ups, pull ups, and racing my friends down the football field. I have always been athletic as were my parents but I was never the best.

My dad played high school football and was quite the athlete until Vietnam happened and he was drafted, my mother ran track and was a record setter in the 400 and 800 meter as a freshman. Strength training however was not part of their regimen nor did they teach me.

I, like many of you grew up skinny and weak and I desperately wanted to do something about it. At the age of 14 the same uncle who fed me with my addiction to Muscle and Fitness brought to me a Weider weight set you know the ones filled with sand and told me to "put them to use." I rushed home right away and to set them up in the furnace room of all places to start to apply all of the muscle programs and what I saw on TV to "good use." (A quick side note, my family and I were renting a little basement while our new home was being built next door.) I didn't have a power rack or a bench to lie down on or anything else for that matter but I had that 100 lb sand weigh set and that was enough. Day after day I would duplicate the training regimens I read about, I would read, and study everything I could learning more and more by the day until one day when I was able to drive and I convinced my mom and dad that a gym membership was a must!! From there I trained with whomever I could even some pro bowl safeties that at that time played for the NY Jets, the famous wrestlers who would come through the door AKA Paul Orndorf, and all the big guys who looked and trained with an intense fire. It wasn't long before I was working at that gym for hardly anything but I didn't care, I was drinking my favorite protein drink, sleeping, and training.....I was in Heaven.

That same drive, passion, love, camaraderie, and desire for strength training led me to pursue a career in training/coaching in MY very own gym! I had been to countless gyms where the atmosphere was dead and the members didn't seem much more alive than walking zombies. I HATED this with a passion and I hated the shitty music that came along with it. After years of training like a bodybuilder but still very active in sports I hit a wall, a big one. My on the field performance did not reflect the amount of work I was putting into the weight room and it seemed like every time I turned around I had some type of injury that kept off the field and out of the weight room. At age 17 I had my first major surgery involving my rotator and labrum. Two years later I'm back at the doctor's office having the same thing along with my collar bone repaired only to have a third and final surgery at age 22. That was the worst one of the bunch. It was time to make a change and find a new way to train myself. I had plans on sharing all my information with other serious fitness enthusiasts and athletes.

So my journey began training athletes when I still lived at home under my parent's roof. I didn't have a lot of money and I didn't own any equipment. I would train kids with their own bodyweight doing a lot of the most basic movements, we would sprint and jump up hills, hand walk, flip tires, and carry heavy things across the baseball and football fields. The results were ridiculous and even scary I thought that maybe I was just lucky.

I studied my ass off and bought every Russian training manual I could charge, went to as many seminars as I could and contacted any strength coach who was willing to share his methods.

Guys like Louie Simmons, Joe DeFranco, Zack Evan, Esh, and Pavel Tsatsouline helped shape my methods as I blended them with my own experiences and in the trenches methods.

The journey expanded from commercial gyms, baseball fields, to my very first place in a rundown loft basement apartment. I sold everything that I owned even my \$30K sports car (that's another story) I knew that I was going to have to build my dream gym with the little finances I had. I trained in that dingy apartment for one (1) before priming and moving next door into a bigger more dingy basement apartment.

I tightened and worked on my training system more and more as more people began training using my methods which were a unique blend of power lifting, strongman training, gymnastics based movements, Russian Kettle bells and golden era type bodybuilding training.

Youth athletes and senior citizens took to the training methods and the crazy results and loved it! The results bred more success and countless ordinary athletes went from losing records starting positions and college scholarships.

Now at 27, I'm still learning, growing, evolving, and working my ass off to become better each and every day offering the most up to date training information along with working with some of the most sought after names in the strength training community.

What is **My Goal and My Mission**? It's to help young athletes gain the strength, endurance, flexibility, mental toughness, and competitive edge over there opponents so that they may "TRAIN. PLAY. DOMINATE." there competition!

May this fun and crazy journey continue!

Dedicated to your success,

Travis Self

Strength & Conditioning Philosophy:

Wanting and needing a stronger, healthier, more athletic body is not a task easily come by. Every day millions of people go to the gym, get on a Stairmaster or selectorized piece of equipment and think that will be all that's needed to achieve their goals. Ignorantly for them, there is a proven science to achieving the desired level of strength and athleticism and they may never achieve it.

Lucky for you, we have you covered in all areas!! Our entire program from top to bottom will be created for you by our strength training professionals.

Here is an overview of FITT Warehouse Training Systems "Training Method".

General Physical Preparedness (GPP):

Ever been to the gym and seen a guy trying to bench press a ridiculous amount of weight? Not only is he going no where, but he's 1.5 seconds away from a torn pec or rotator!

Before we get our athletes/clients onto the weights, we first have them go through a general physical preparedness program (GPP). GPP is the development of aerobic and anaerobic capacities before a client gets to moving weights.



Having our athletes and clients develop through this program allows us to build a proper more stable foundation for us the coaches to better develop the strength's and weaknesses. Think of it as crawling before you walk and walking before you run.

Building Strength:

When people think “strength” they often picture some big muscle head that can’t put their arms down to their sides.

However, that is a big misconception! Strength can be developed with different protocols to create desired results.

Strength training is manifested in three primary methods.

1. Lifting a Maximal Load – Max Effort Method
2. Lifting a Non Maximal Load Until Failure – Repetition Effort
3. Lifting A Non Maximal Load at The Fastest Speed Possible – Dynamic Effort

The max effort method is the most proven and successful means for developing overall strength.

However, just moving heavy weights does not get a person strong or make them healthy; in fact it could hurt them without the balance of the other two methods.

Each lift and movement must be performed with efficiency and with the correct form. Fortunately, this is done more proficiently seeing that we’ve established a base level of fitness or GPP.

At the FITT Warehouse Training Systems we will also incorporate the repetition effort method for muscular coordination and hypertrophy (improvements in muscle size). The exercise tempo is controlled as well as the ideal repetitions by our knowledgeable coaches. A very common mistake amongst most average lifters is overusing this method and training with too much volume which leads to muscle breakdown.

Now that GPP has been established and we’ve added lean muscle to your frame, we can now perform a “needs analysis” to help us decide which max effort exercise to use.

Lastly, the dynamic effort method is used to create explosive strength or rate of force. We want the newly created muscle to be fast, explosive, and powerful. Using this method ensures that our new found strength and muscle is firing on all cylinders making you not only a stronger athlete but a more agile and explosive athlete.

To be successful these methods must be used properly used within your program for maximum results.

Transitional Exercises:

Whether an athlete or a weekend warrior, simply being strong is not enough!

Now that we've developed the appropriated strength and fitness levels we must now incorporate "supplemental" exercises to better improve and balance our goals.



Our supplemental exercises are challenging, fun, and break up the monotony of lifting weights every day. These exercises utilize odd objects, parts of strongman training, kettle bells, and advanced body weight movements.

These exercises are sure to tax your body and will like no other while preparing you for the most unexpected events sports or life could ever throw at you.

There are those who "wanna do" and there are those "who do".

Which one are you?

Certifications, Degrees, Experience

- Associates Science Degree – Georgia Military College (2006)
- Associates Nursing Degree – Georgia Military College (2006)
- Founded FITT Warehouse Training Systems (2006)
- National Council Strength and Fitness CPT (2005-Present)
- National Council Strength and Fitness Sports Specialist (2005-Present)
- CPR (Adult & Infant) Certified (2004-Present)
- International Sports Science CPT (2004-Present)
- Over 18,000 hours of Athletic Training Experience (2004-Present)



National Council on Strength & Fitness



Achievements:

- Owner and Head Trainer of FITT Warehouse Training Systems
- Opened new 5,300 sq. ft. sporting facility in 5th year of business
- Helped organize and run Strength and Speed Camps for “Fundamental Football (2010)
- Organized and Hosted 2nd Annual Strongest Man Competition (2010)
- Character Education Speaker at Heritage Private School Football Camp (2010)
- Lost Secrets of Strength Development Seminar Attendee (2009)
- Attendee to National Grip Contest in Pennsylvania (2009)
- Semi Professional Football All-Star (2007-2008)
- 1st Place 2005 SNBF Body Building Contest Novice/Open Division (2005)
- High School Three Sport All-Star-Football, Baseball, Track (2001-2002)
- High School State Champ 400 meter and 200 meter sprints (2001-2002)

Strength Professionals and Athletes Testimonials:



Travis is an extremely dedicated and driven coach. I admire how he is a student of the lifting game and has traveled the country to get in as many hardcore gyms with the best minds around as possible. I would always trust my strength and fitness goals to someone like Travis who is a lifelong learner!

Joe Hashey, CSCS

Owner, Head Trainer,

Synergy-Athletics & Strength & Performance Headquarters

Endicott, NY

I first met Travis as one of my patients when he was 16 years old. He was recovering from a torn rotator cuff (1st of 3 surgeries) and I was amazed and so impressed with how determined he was during his recovery to not only get back on the field but return even better. Fast forward 10 years and that same determination and drive has led him to become a well known strength coach and an even better person. I'm not surprised that at 23 years old he owns his own gym business. I would trust my strength and conditioning goals with Travis and FITT Warehouse Training Systems!!

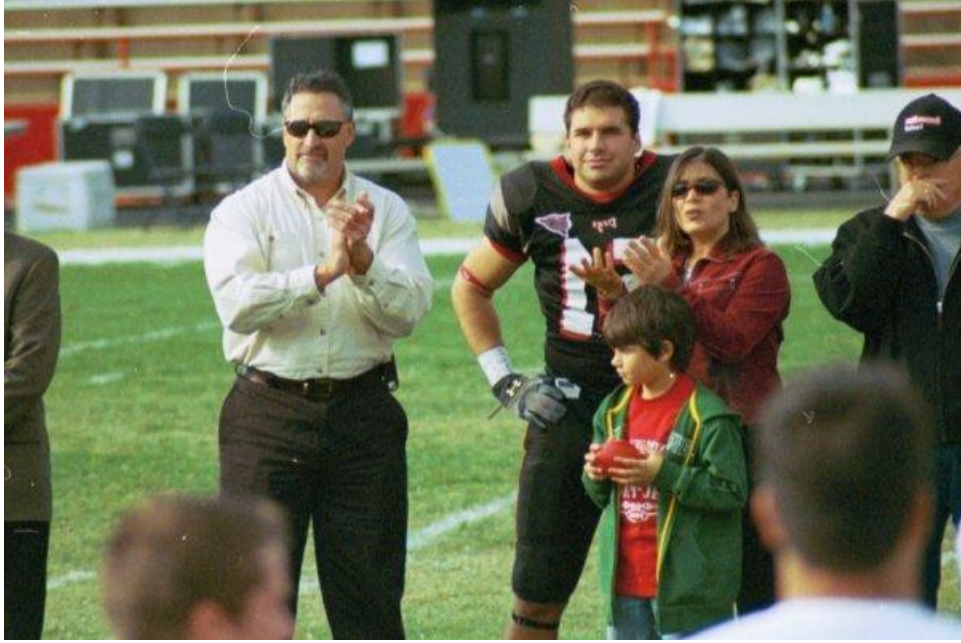
Peter R. Hughes, M.S.D.C./ATC/CSCS

Member of the National Athletic Trainer's Association (NATA)

Owner, Head Therapist of Stars Performance, LLC.

www.peterhughestraining.com

Over the past few months Travis and I have become good friends and rely on one another for strength training and coaching tips. Trav (as I call him) is very driven and makes sure that he gets the best out of each of his athletes every training session. He defiantly has a way of working with all kids, sports, and needs. When it comes to learning something new or simply getting answers to my questions I know of not a better coach.



J.P. Weaver

Owner, Fundamentally Sound, LLC.

J.V. Football Coach Heritage Hawks

Varsity Track Coach Heritage Hawks

www.befundamental.com

Travis came to me back in October 2005 to be pushed himself to limits he hadn't yet been too. He told me he would like to compete in a natural body building contest and that he had just had his 3rd rotator surgery 5 months prior. We both were faced with some incredible challenges. Travis persevered and with the same hard work and dedication that led him to become a gym owner and respected strength coach, Travis one both the "novice" and "open" titles at the 2005 SNBF bodybuilding contest. It's that drive and passion that makes me refer my athletes to Travis and FITT Warehouse.



LaDarren Tyler

Owner, Head Trainer of T&F Personal Training

Trainer to the Stars such as music groups 112, Usher, and Monica

www.tylerfitness.com

Parent and Athlete Testimonials:

FITT Warehouse Training Systems and Travis receive our highest recommendation. Our daughters have developed a **REAL presence on the field due to their increase in strength, acceleration, and movement mechanics**. Travis and his staff created an excellent game plan that gets results, builds self-esteem, and team unity!

Patricia P. – Parent

This gym is incredible! Travis has a unique way of implementing and inspiring my son to do his best each and every training session! He looks forward to getting to the gym as fast as he can even though he knows the punishment that waits. Travis is someone you want your kid(s) learning from.

Linda K. – Parent

I can't speak highly enough of FITT Warehouse and what it's meant to have an atmosphere like this. I will say that this is **not your average gym or training session**.

Matt and Kelly R. – Parents

FITT Warehouse is without question the **best and most exciting training experience** I've ever had!!!

Bentley C. – Collegiate Soccer Athlete

I was horse playing one day after our training session and punched Travis in the stomach just like they do in Rocky and it felt like **punching a brick wall!!**

Dante R. – Boxing Athlete

My son and I came to Travis and FITT Warehouse looking to improve strength and speed for baseball. My son has been training in a group for almost 3 months and although in the heat of tournament ball, has been able **to improve strength, improve recovery, and gain the extra 1st step quickness so important in sports**. My son is only a sophomore and it's easy to see where he will be in 2 year under Travis and FITT Warehouse Strength Program!

Derek N. III - Parent

My daughter has been training at FITT Warehouse for 5 months now and to see her perform now versus 5 months ago is truly AMAZING!! She has two times the strength and speed of her teammates and opponents. Travis really encourages Brittany to keep striving to get better and never settle. FITT Warehouse truly helps you, “Train, Play, Dominate” your opponents.

Rich and Pam T. – Parents

Since coming to FITT Warehouse I have improved on all of my major lifts, the box squat, dead lift, bench press, and military press. Travis looked at my current training program, listened to my goals, tweaked my lifting technique and taught me the importance of supplemental lifts that helped make me an all around better, stronger, and safer lifter. I cannot thank Travis enough.

Andy C. - Client/Student
