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# HEALTH AND PERFORMANCE PROGRAMMING

We work with individuals and groups to provide a holistic blend of nutrition, aerobic conditioning and mindset coaching for systematic business and personal success.

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[www.liveyourownfit.com](http://www.liveyourownfit.com)

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A full-page photograph of a woman with blonde hair in a bun, wearing a black sports bra and shorts, running on a sandy beach. The background is a soft-focus view of the ocean and sky. The text 'TAKE YOUR HEALTH AND FITNESS TO A WHOLE NEW LEVEL.' is overlaid on the lower left in bold black capital letters, preceded by a short green horizontal line.

**TAKE YOUR  
HEALTH AND  
FITNESS TO A  
WHOLE NEW  
LEVEL.**

# THE LYOF STORY.

Pete Jacobs, Ironman World Champion Triathlete, battled constant fatigue for 20 years. For the past 2 decades, Pete had learned how to best maintain his fatigue yet still wasn't 100% healthy.

Post achieving his dream of winning the Ironman triathlon world championships in 2012 Pete's body turned against him. Surviving was now the goal, getting out of bed each day and attempting to work was his new found finish line. Countless tests and tens of thousands of dollars later the light at the end of the tunnel seemed to be fading. Not one medical practitioner asked Pete what he was eating, or what nutrition supplements he was taking.

Through whole food nutrition, guidance from Dr Phil Maffetone and optimal nutritional supplementation at the cellular level, Pete has healed his body. The 'brain fog' lifted and allowed him clarity and focus once more. Pete is now placing on the podium once more and has adapted his training to the MAF Method principles. Most importantly he is Happy, Healthy, loving and Fit!



We are juggling so many balls ALL the time that nourishing our bodies, and mind falls by the way side. Through simply rewiring habits, learning what our 'fit' is (movement and food that suits us), regular self-development and mindset programming we can reach Peak Performance in all aspects of life – business, personal, sports etc.

The LYOF Programming has had a compounding effect, with people really loving the freedom and empowerment they can achieve in everyday life. We realised that there was a genuine need for what we have learned through our journeys together and what we now enjoy living and breathing daily – renewed health and optimal performance. It had to be so much more than us as individuals, so subsequently Live Your Own Fit was born!



# OUR APPROACH.

## BUILD ON STRONG FOUNDATIONS FOR A PERMANENT LIFESTYLE CHANGE

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There are so many health programs out there so be sure to do your due diligence. Some fall short of providing you with the tools for a true lifestyle reset. We help you build on strong foundations for permanent lifestyle change and optimal health in mind body and spirit.

Our mission is simple. We want to give you a solid understanding of how you are uniquely wired, emotionally and biochemically, to support you reaching your health and performance goals and take your fitness to a whole new level. We want to see you living your own fit with optimal health, mindset, and fitness

for sustainable high performance in your personal and business life. You won't be dazzled and briefly on cloud nine similar to when hearing a motivational speaker, only to return to reality 24hrs later with no tools, or change to show for it. LYOF programming will equip you with the tools and knowledge

needed for consistent incremental changes that are sustainable for peak performance longevity. You will be educated on how your body is wired, the science behind nutrition and fitness, and lifestyle behaviours.



# WHO WE HELP.



Our clients are 100% committed, they 'show up' and are open to thinking outside the box.

Our clients are very diverse in demographics, with a broad spectrum of what optimal health and fitness looks like to them. What they do have in common is the intention of improving their performance in their career, personal relationships, mindset and health and fitness, with improved success, connection, fulfillment, and impact.





**BECOME THE  
HEALTHIEST  
AND HAPPIEST  
VERSION OF  
YOURSELF.**







# WHAT WE DO.

We teach you what works, what your FIT looks like (food, movement, mind set) without the gimmicky approach. Simple strategies for easy to apply habits for transformational health, fitness and spirit.

## YOU WILL LEARN HOW TO:

- Identify your Health, Fitness, Performance specific Goals. Acknowledge Intentions, Motivations and Actions needed.
- Foster practises for rewiring belief systems holding you back. Feed mindfulness, self awareness and motivational modalities for strong foundational growth.
- Balance insulin levels for optimal biochemical and emotional health.
- Become fat burning efficient for energy promotion with a sense of freedom around your food choices.
- Develop a toned physique without the chronic overtraining mentality – learn to eat intuitively without the calorie counting and anxiety.



## WE ALSO TEACH YOU HOW TO:

- Maintain an exercise plan for long term weight loss, easy weight management, and optimal performance.
- Set new personal bests on the race course without the “no pain, no gain” mindset
- Manage stress, sleep hygiene protocol, focused work/life habits for optimal performance, dining out, snacking, and hydrating





# UNMATCHED TRANSFORMATIONAL HEALTH AND FITNESS WISDOM FROM THE EXPERTS

## NUTRITIONAL SUPPORT

We truly believe that beauty starts from the inside out, that you are what you eat, that food is ultimately our medicine and our insurance to good health. Whether you're an athlete aiming to toe the start line, a parent wanting to keep up with the kids, a student, a business owner or a corporate worker always on the road, it's crucial that you have the tools and know-how to activate daily sustainable healthy habits that fit into your lifestyle and see you thrive.

### WE HELP YOU:

- Set a nutritional and fitness regime specific to your needs, lifestyle and goals.
- Learn what pantry staples are LYOF recommended plus simple strategies to implement for successful meal planning, shopping, dining out, snacking, and hydrating.
- Implement an individualised cellular nutritional supplement plan.

# COACHING.

Our health programming for optimal performance is based on the methods of leading doctors, researchers and philanthropists in their field. Most notably we draw upon Dr Phil Maffetone's best selling books and wisdom plus our own experiences. A combined 4 decades of elite athlete performance and corporate careers.

## Peak performance programming

### FOR BUSINESS, PERSONAL AND SPORTING SUCCESS


12 weeks of Mindset, Aerobic Conditioning and Nutritional Health coaching for Peak Performance.

Establishes your purpose, motivations and belief systems. Rewires negative thought processes by teaching mindfulness and self-awareness for long term peak performance. It gives you a simplified understanding of how your body works and why it does what it does, what your unique food and movement needs are, without the calorie counting and non-serving relationship with food.

Guides you to a leaner toned frame through balanced blood sugar levels, without the chronic overtraining and disease. When your biochemical health, nutritional health, and emotional health are in sync – long term peak performance is inevitable in all facets of life – business, personal and physical.







# ONE ON ONE AND GROUP COACHING.

## Corporate and groups

### **GROUP TRAINING AND WORKSHOPS FOR CORPORATES**

We work with companies, groups and individuals to provide practical, simple and bespoke health and performance programs. We inspire continued improvement that leads to peak performance – from tailored sessions, health, wellness & aerobic conditioning programs to annual collaborations.

## Womens Wellness

### **A FOCUS ON BODY IMAGE, HORMONAL HEALTH AND MINDFULNESS**

Aspects of the LYOF Peak Performance Program makes for the foundation of our Women's Wellness Wisdom Program. In addition, we focus on rewiring thoughts processes and belief systems, body image, hormonal health, confidence building, mindfulness and self-care.

## One on one coaching

### **BE PERSONALLY MENTORED BY THE BEST IN WORLD**

One on one coaching is an invaluable investment in yourself and your future. We work one on one as performance coaches to hold you accountable to a plan that is specific to you and your performance needs. We begin by establishing what your goals are and collaboratively create a manageable holistic plan of action.

Our clients are diverse in their peak performance goals. You may be entering a triathlon with wishes to be mentored by a world champion triathlete, running your first long distance event with wishes to be mentored by an elite runner or simply want to co create and live to your potential with wishes to perform consistently at your best.





**A TEAM THAT  
SUPPORTS YOU  
EVERY STEP OF  
THE WAY.**



# MEET THE CREW.

We are a team of world class athletes and qualified practitioners dedicated to helping you become the healthiest, happiest version of yourself.



**Jaimielle Jacobs**

Nutrition Health and  
Performance Coach

Jaimielle Jacobs is the co-founder of Live Your Own Fit – a revolutionary health and fitness program that takes a functional holistic approach to health optimization through aerobic conditioning and nutrition support.



**Pete Jacobs**

World Champion  
Triathlete

World Champion Ironman Triathlete with a passion for holistic health, finding success and joy and optimal performance – recently mentoring people to marry the two successfully, within their lifestyle parameters



**Kylie Simpson**

Elite  
Marathoner

Kylie is an elite endurance runner having represented Australia at World Championships. She is an autoimmune disease advocate with a health story of her own to draw wisdom from.

# OUR PARTNERS.

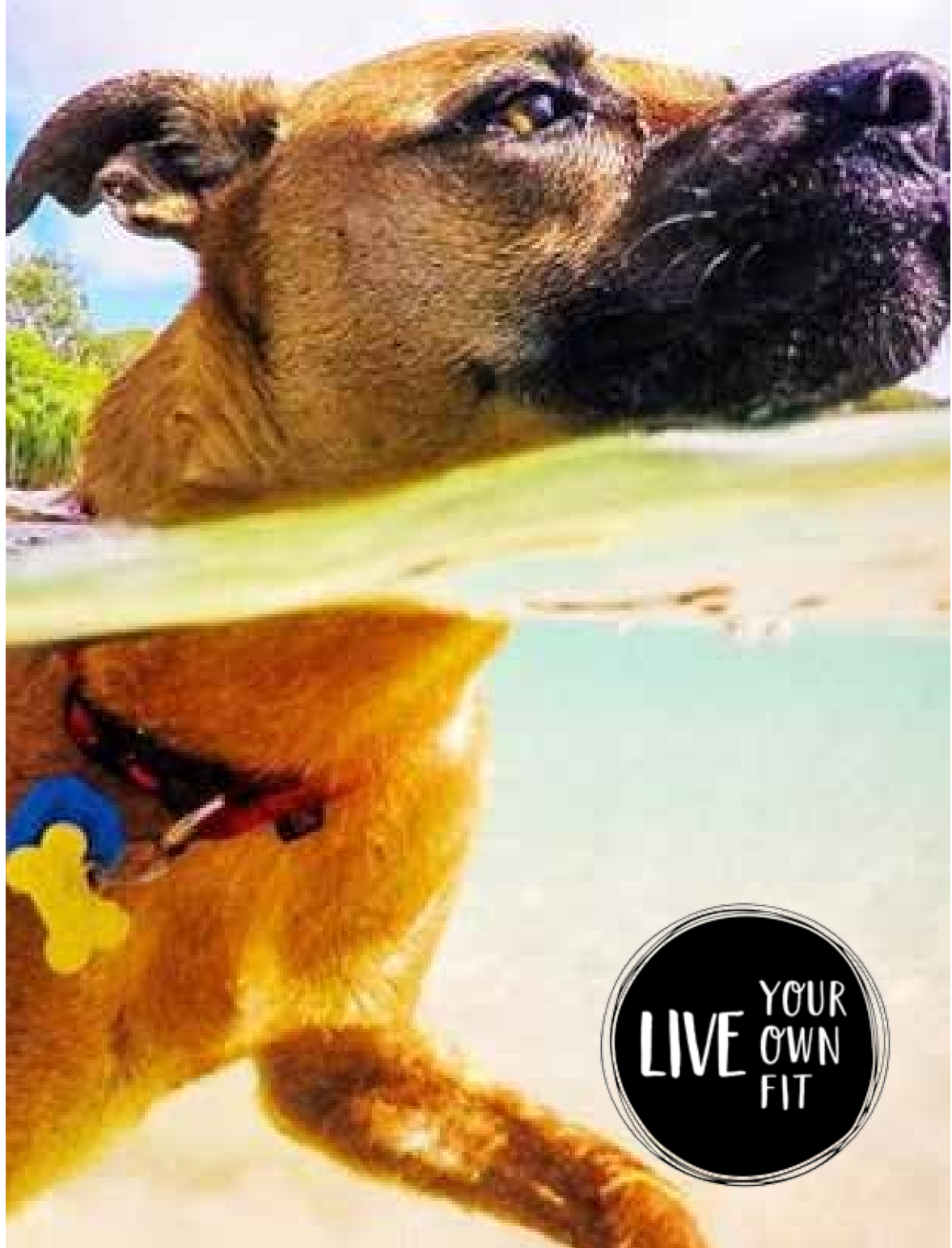
We work with rockstar brands to provide our clients with access to the latest industry research, insights and case studies.



# SPEAKING AND MC.

Our team are available for guest appearances and speaking engagements. In addition to VIP and sporting events we work collaboratively with clients to facilitate and deliver bespoke boardroom LYOF workshops. Topics include health, fitness, mindset, nutrition, wellness and in particular goal setting and achieving success.





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