

TEAM

ROWAN

FITNESS



# 1st PHORM APP SET-UP GUIDE



# WHAT'S UP?!

I AM SO EXCITED TO BE WORKING TOGETHER TO HELP YOU BECOME THE BEST VERSION OF YOURSELF! DURING THIS PROCESS YOU WILL GET A BETTER UNDERSTANDING OF MACROS, PORTION CONTROL AND HOW TO MAKE THIS A LIFESTYLE! YOUR STARTING MACROS WILL BE DISCUSSED ON OUR CALL PRIOR TO STARTING BUT PLEASE READ THROUGH ALL THE INFORMATION BEFORE THIS CALL AND WE WILL GO OVER EVERYTHING TO MAKE SURE YOU ARE SET UP FOR SUCCESS!

*Let's do this!*  
*-Chris*



» [DOWNLOAD PREMIUM](#)



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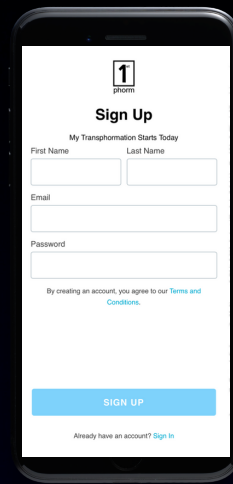


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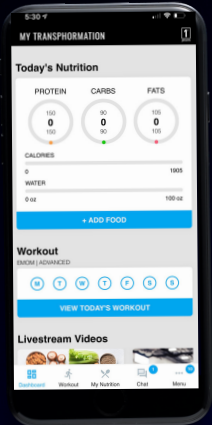
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# BEGIN SETTING UP YOUR PROFILE & CREATING YOUR ACCOUNT



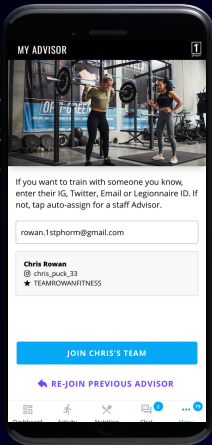
**1stphorm**  
**Sign Up**  
My Transformation Starts Today  
First Name  Last Name   
Email   
Password   
By creating an account, you agree to our [Terms and Conditions](#).  
**SIGN UP**  
[Already have an account? Sign In](#)

Fill out personal information to create your profile



## 1 UPGRADE TO THE PREMIUM APP

I need you to have the premium version of the app. You will get so many features in the premium version that make it second to none. It equals out to just .43/day and you will get 5 different exercise programs with varying levels of difficulty, macro/calorie counting meal plan with a barcode scanner, direct messaging with me, access to our registered dietitians archived and live podcasts as well as so much more!

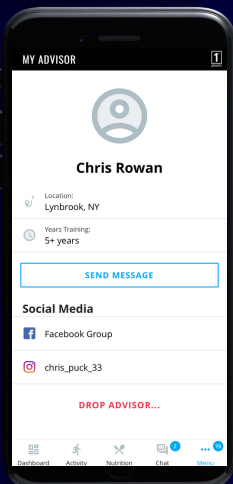


## 2

Go to the bottom right corner where there is a Menu. Select "Advisor" and Choose me as your advisor!  
Chris Rowan  
rowan.1stphorm@gmail.com

## 3 YOU SHOULD SEE THIS!

If you are not new to the app, but want to work with me, please double check that I, Chris Rowan, am listed as your advisor.



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# APP+ PROFILE SET-UP

Fill out your health history to the best of your ability! HONESTY is key!

1

**FILL OUT PERSONAL INFORMATION,  
GENDER, HEIGHT, WEIGHT,  
BIRTHDATE, ETC.**

**SET ACTIVITY LEVEL**

**NOT ACTIVE**

If you sit for most of the day at a desk and maybe go to the gym for an hour

**SOMEWHAT ACTIVE**

If you are on your feet all day (think of a nurse) and go to the gym for an hour

**VERY ACTIVE**

If you are someone that has a very active job (think manual labor) and go to the gym, please choose 'very active'.

2

3

**HOW ACTIVE ARE  
YOU?**

4

**YOUR WORKOUT  
HISTORY!**

5

**HOW MUCH TIME CAN YOU  
COMMIT TO YOUR WORKOUTS?**

**BE SURE TO CLICK "UPDATE" IN BLUE WHEN YOU ARE DONE MAKING ANY CHANGES**



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# APP WORKOUT SET-UP

## CHOOSE LEVEL OF EXPERIENCE

### Beginner

If you are brand new to working out or have only been working out for a couple months.

### Intermediate

If you have been working out for 6 months to a year and feel moderately comfortable

### Advanced

If you are very comfortable with workouts

## CHOOSE GYM OR AT-HOME WORKOUT

Both are excellent workouts; great for travel or for at home everyday. I personally use the at home dumbbells, kettlebells and bands program most days!

## CHOOSE A WORKOUT PROGRAM

Choose a workout program you feel matches your workout preferences/equipment availability. Please note, you can gain muscle/strength and burn fat doing any workout program listed, so please choose based on what YOU enjoy doing and will be able to do long term.

## GYM WORKOUTS

### EMOM

Every minute on the minute. These are generally 20-35 minute workouts and are typically higher intensity to be more efficient with time.

### TRADITIONAL

Typical workouts you would imagine in the gym using machines, free weights and cardio equipment.

### CROSS TRAINING

This is going to be most similar to CrossFit style training. I would not suggest this program to brand new people working out. There are some technical movements that you will want to learn form on over time first. There is typically a strength portion and a high intensity portion.

### WEIGHT LOSS

This will be a combination of all the workout styles and will focus on an even mixture of strength training and cardio.

### STRENGTH TRAINING

This will resemble power lifting and steadily growing overall strength in traditional style movements over time.

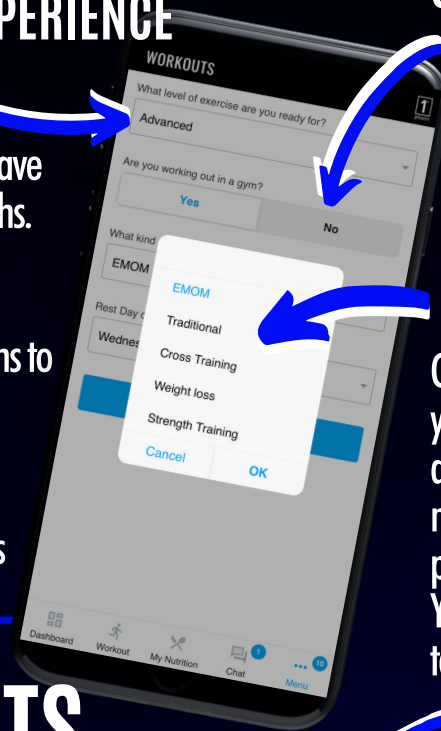
## HOME WORKOUTS

### BODYWEIGHT

Working with what you've got! No matter what you have accessible to you, you can still MOVE! These workouts will get you up and moving!

### DUMBBELLS, KETTLEBELLS, BANDS

Dumbbells, Kettlebells, and bands can be crazy amazing tools. These workouts through the app are designed to help you feel the burn no matter the weight.



# NUTRITION SET-UP

1

WHAT ARE YOU  
CURRENTLY  
FOLLOWING FOR  
YOUR NUTRITION?

2

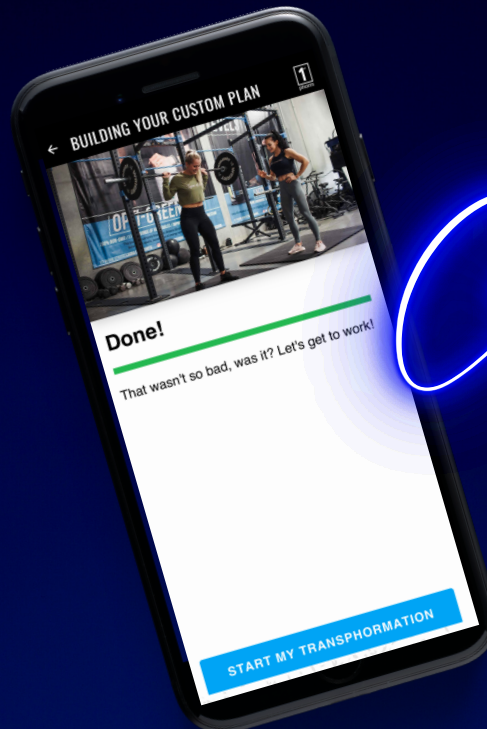
WHAT'S YOUR  
PREFERENCE?

3

HOW WOULD YOU  
LIKE TO TRACK  
YOUR FOOD?

4

CONTACT INFO!



*Congrats!*

YOUR PROFILE IS  
SET UP!!

BE SURE TO CLICK "UPDATE" IN BLUE WHEN YOU ARE  
DONE MAKING ANY CHANGES



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# LET'S GET STARTED

1

## DAY 1 PHOTOS

I would highly encourage you to start with taking a set of beginning pictures with the camera function in the app! I know taking Day 1 pictures can be scary and uncomfortable, but they will truly show you the progress you've made over time! Honestly it matters how you feel and look at yourself more than just what the scale says. Be sure to wear form fitting clothes or a sports bra/ shorts for women or shorts/no shirt for men. Check out this quick video that explains how to use the camera function in the app to take the best quality pictures so you can easily show off your hard work later!

2

## START TRACKING

I want you to start by just tracking what you are already doing on a normal basis. Don't try to reach any certain food or macro goals starting out. I want to see what you've been doing so I can help make subtle changes to your current routine to make it more of a sustainable change.

3

## TAKE ASSESSMENT

After you have logged foods for a few days, please go into your menu tab and fill out an assessment under the assessments tab. This will help hold you accountable and also help with weekly group check-ins on Sundays.

