

**Quarterly Coaching Service:****Start-Up Phase**

- Review athlete history and goals
- Establish training objectives to meet goals
- Identify personal strengths and weaknesses
- Identify and rank upcoming races
- Design an Annual Training Plan (ATP) (tailored to your work/family schedule)
- Design a periodization program for weights
- Establish heart rate training zones for running and cycling
- Establish pace zones for swimming
- Establish power zones for those with power meters

**Service Also Includes**

- Detailed custom training schedules posted every 4 weeks for a total of 12 weeks of training
- Daily workouts that target duration and intensity
- Access to <http://www.trainingpeaks.com> where all workouts are posted (the athlete is responsible for the account fee)
- Periodic review of your training log entries
- Scheduled periodic phone calls
- Periodic email contact

**Focus & Cost:**

The quarterly program is best for the experienced athlete who requires limited personal contact. The cost for this service is \$700 for the first 12-week block (payable in advance), and \$500 per 12-week block thereafter.

**Contact:**

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