INSPIRE CHANGE®







- 8 WEEKS, ONLINE
- MAX 12 PEOPLE
- 2x 1:1 CALLS WITH ESKE

8 WEEKS TO STRONG

A small-group coaching programme for professionals over 35 who are done with guesswork and starting over.

ESKE DOST

www.inspirechange.nz





SOUND FAMILIAR?

YOU'RE NOT LAZY. YOU'RE STUCK IN A VICIOUS CYCLE.

There is a way out. It starts with a plan you can actually manage, not motivation.

"I don't know where to start."

You've read the articles and tried the apps, and ended up with paralysis by analysis.

"I can't stay consistent."

Two good weeks, one busy week, and it all unravels.

"I just don't have the energy."

Work and family take everything. There's nothing left for you.

"I used to be fit."

And the gap between then and now feels heavier every year.

WHAT YOU CAN EXPECT

BY THE END OF EIGHT WEEKS YOU WILL

1. **Move with structure**
   A simple strength routine you can do at home or in the gym, built for your body and your age and stage in life.
2. **Eat with confidence**
   No fad rules, just fundamentals that fit your week.
3. **Sleep and recover better**
   The multiplier most programmes ignore.
4. **Feel the difference**
   More energy, more confidence, and proof that you can trust yourself again.

WHAT'S INCLUDED

- **Weekly online group coaching** you can join from anywhere
- **Group chat and community** between sessions
- **Body composition analysis** before and after, so we measure what matters
- **Two private calls with Eske**, personalised to your body and goals
- **Weekly handouts, actions and trackers** to keep you moving
- **Your own plan**, built by you with my guidance, so you actually stick to it
- **A free set of VitalBands** posted to you before we start, so you have everything you need from day one

HOW IT WORKS

THE 8-WEEK CURRICULUM

Four pillars: nutrition, training, mindset and recovery. Each week brings a live group session and a handout beforehand.

1+2 **WEEKS 1 AND 2 · TRAINING**

BUILD YOUR TRAINING PLAN

Design a weekly strength plan that fits your lifestyle. Identity is introduced in week 1 too: who you are becoming.

3+4 **WEEKS 3 AND 4 · NUTRITION**

BUILD YOUR NUTRITION PLAN

Why nutrition is the foundation, macros made practical, meal timing and a plate that works for your life.

5 **WEEK 5 · RECOVERY**

RECOVERY AND SLEEP

Sleep, stress and nervous system tools you can build into your week.

6 **WEEK 6 · ENERGY**

HORMONES AND ENERGY

How hormones shape energy, mood and training, so you work with your body.

7 **WEEK 7 · MINDSET**

HABITS AND ENVIRONMENT

Habit stacking, environment design and managing self-sabotage.

8 **WEEK 8 · MINDSET**

WHO YOU ARE BECOMING

Identity, self-talk and building confidence through small, consistent wins.

PERSONAL SUPPORT

TWO PRIVATE CALLS WITH ESKE

CALL 1

YOUR STARTING POINT

45 minutes, one to one. Tell me about your lifestyle, set your goals, and we'll adapt your plan and every exercises to you.

CALL 2

YOUR PROGRESS CHECK

45 minutes, one to one. We review how it's going, adjust your plan and keep you moving, even in a messy week.

$999 or **$129 a week** for 8 weeks on a payment plan

Book your free Health Clarity Call

12 places per group.
Free 45-minute call first.



YOUR COACH

MEET ESKE DOST

I help professionals over 35 build the strongest version of themselves, with a plan that fits real life.

Thirty years as an athlete and more than 20 years coaching. Bachelor and Postgraduate qualifications in Sport and Exercise Science and Sport Nutrition, and sport nutrition work with High Performance Sport NZ, the Chiefs and Waikato Rugby.

I know what it takes to get strong and what it takes to rebuild. I coach online across New Zealand and worldwide.

50
amateur boxing fights

3
NZ national boxing titles

#6
in the world, amateur boxing

TOP 5
Masters Olympic Weightlifting, Europe and World Cup

1000'S
of clients coached over 20+ years

EXPERIENCE WITH

HIGH PERFORMANCE SPORT NZ · THE CHIEFS · WAIKATO RUGBY · ROWING NZ · NETHERLANDS RUGBY · GREENLEA

Why I coach this way. A knee injury ended my Olympic dream and my identity as "Eske the Boxer" with it. I rebuilt through the basics: sleep, eat and move for 30 minutes every day. Simple systems beat motivation.

The problem I solve. You know what to do but can't stay consistent, and your energy and confidence have slipped. Your future self will thank you for being independent and strong.

★★★★★

"Eske's teachings were spaced out well, were informative and feasible. The movements I was performing for the first time I was able to execute with good technique."

R.G.

★★★★★

"I love how everything was broken down and how the movements were slowly coming together which made it feel like one movement."

E.R.

YOUR HEALTH IS YOUR MOST VALUABLE COMMODITY

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