

READ THIS BEFORE YOU APPLY

THE **VIP** INFO PACK

How I coach, what it costs, and the exact bloodwork I build your plan from.



Gary Crosby Formula Coaching

THE COACH

I'M GARY CROSBY

Straight up: I'm the only coach you'll deal with here. No juniors, no handoffs, no sales team. Everything in this pack is exactly how I work, and it all starts with your bloodwork.

10+

Years coaching and competing

2014

Running peptide and performance protocols since

RSM

Invited speaker at the Royal Society of Medicine on hormone health



Presenting on hormone health at the Royal Society of Medicine, London.

THE PANEL I RUN ON EVERY CLIENT

Guessing is expensive. Before I change anything meaningful in your plan, I want data. Here's the panel, category by category, and what each section changes.

01 HORMONES

TOTAL AND FREE TESTOSTERONE, OESTRADIOL, SHBG, LH, FSH, PROLACTIN

The engine room. These numbers tell me how well you produce and use testosterone, and whether oestrogen is helping or hurting you. They set the entire direction of your protocol.

02 THYROID

TSH, FREE T4, FREE T3

Your thyroid sets your metabolic rate. If it's sluggish, fat loss stalls no matter how clean the diet is. These numbers decide how aggressive we can be with calories and cardio.

03 LIPIDS

TOTAL CHOLESTEROL, HDL, LDL, TRIGLYCERIDES

Your cardiovascular risk picture. If lipids drift the wrong way, I change training, diet and any compounds before it becomes a problem. Long term health beats short term progress, every time.

04 LIVER

ALT, AST, GGT, BILIRUBIN

Your liver processes everything we put through your body, and these markers show how it's coping. If they climb, the protocol changes that week, not next quarter.

THE PANEL, CONTINUED

05 KIDNEY

CREATININE, EGFR, UREA

Your filtration system. Training hard and eating big puts load through the kidneys, so I read these in the context of your muscle mass, not just the lab flag.

06 GLUCOSE AND HbA1c

FASTING GLUCOSE, HbA1c

How well you handle carbs, and your average blood sugar over the last three months. This drives meal structure, carb timing and whether insulin sensitivity needs direct work.

07 FULL BLOOD COUNT

HAEMOGLOBIN, HAEMATOCRIT, RED AND WHITE CELLS, PLATELETS

Oxygen delivery and your general health baseline. Thick blood is a real risk on some protocols, and this is where problems show up first, so it gets checked every time.

08 KEY VITAMINS

VITAMIN D, B12, FOLATE, FERRITIN, MAGNESIUM

The cheap fixes with outsized returns. Low vitamin D or ferritin will flatten energy, mood and recovery. We correct these first, because nothing else works properly until they're right.

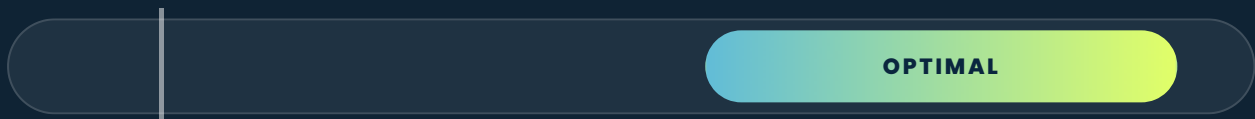
The markers above are the core set. I adjust the exact panel to you and your goal.

NORMAL IS NOT OPTIMAL

A lab reference range tells you one thing: you're not sick enough to flag. It's built from the general population, including people who are unwell, sedentary and running on empty. Sitting at the bottom of the testosterone range counts as normal. It's also a terrible place to try to build a physique from.

Optimal is different. It's the part of the range where you train hard, recover fast, think clearly and actually feel like yourself. That's what I coach towards.

ONE MARKER, TWO VERY DIFFERENT TARGETS



Bottom of the range. The lab calls this fine.
You feel anything but.

Where we aim. Built for
performance, not for passing.

Illustrative. Every marker has its own range, and yours get read together.

One test is a snapshot. Coaching decisions come from trends: how your numbers move across retests as training, nutrition and protocol change. Trends kill guesswork.

HOW VIP WORKS

Four steps. No funnels, no gimmicks, no waiting around.

01

YOU APPLY

A short application, and I read it personally. Every single one.

02

WE MAP IT

A 45 minute onboarding Zoom where we map your goals, your history and your bloodwork. This is where your plan starts.

03

YOUR FIRST MONTH

Your plan is built and delivered. You get daily WhatsApp access to me, plus a weekly review with a personalised Loom video breaking down exactly what to change and why.

04

ONGOING

Bloodwork led adjustments and protocol reviews as your physique develops. The plan moves with your numbers, not with a calendar.

WHAT'S INCLUDED



Fully personalised training and nutrition



Daily WhatsApp support, directly with me



Performance bloodwork analysis covering hormone health and recovery



Advanced supplement strategies and protocols



Training analysis



Your own files and folder inside the Formula Coaching app

No middlemen and no copy paste plans. Everything above is me, personally.

REAL RESULTS



Kyle Christie 14 Weeks



Cal Christie 12 weeks

IN THEIR OWN WORDS

Best I've ever felt in my life mate. Honestly been chasing this for 32 years and never thought I'd get there but I've finally proved to myself I can do it. Literally nothings going to stop me now. 3 more days to push it to the max brother 💪💪

19:13

I'm proud of how far I've come and the fact I've kept it going because I never stick to anything, but thanks to you m8 my whole mentality has changed about training and about making sensible choices. My average resting heart over 4 weeks is 61. 🙌

11:17

How are you feeling mentally?

Unstoppable I think is the only word to describe how I'm feeling right now

Love how your always able to help and support through the program, you actually take consideration that life can get very demanding at times. It's not about there is your plan and that it .

Sometimes things change to people's everyday life, and then you're willing to advise and adapt to that situation mate. That just shows the level of how serious you take helping your clients gaz .



12:46



0:56

12:53 ✓✓

THE PROOF

MORE TRANSFORMATIONS



IN PLAIN TERMS

Here it is in full. No tiers, no upsells, no asterisks.

YOUR FIRST THREE MONTHS, TOTAL

£799

The total cost of working directly with me. Not a deposit, not a joining fee.

INCLUDED IN THAT

- ✓ Your onboarding call
- ✓ Full bloodwork panel analysis
- ✓ The complete personalised protocol build

FROM MONTH FOUR

£275 a month, rolling

WHO THIS ISN'T FOR

Be honest with yourself here. It saves us both time.

- ✗ You want a cheap template and zero contact
- ✗ You won't get bloodwork done
- ✗ You won't track or check in honestly
- ✗ You can't commit to three months

THREE WAYS TO START

Pick whichever fits where you are right now.

1

APPLY FOR VIP

Ready to work together? Apply at formulacoaching.co.uk and I'll take it from there.

2

MESSAGE ME ON WHATSAPP

Questions first? Message me directly, the link is on the site. You get me, not a team.

3

BOOK THE BLOODWORK ANALYSIS

Not ready for coaching? Book a single 60 minute Zoom call for £225 and I'll go through your bloodwork with you. No subscription. Book at formulacoaching.co.uk/audit.