

VIRGIN MONEY LONDON MARATHON NUTRITIONAL GUIDE

Written by Ben Coomber and Phil Robertson



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P PRE-FORMANCE
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Introduction

This sports guide is here for you, the The London Marathon runners, to help you ensure that your approach is set up in a way that will allow you to make the most possible progress in the least possible time, without wasting any effort on things which won't actually help you.

This guide is brought to you by Awesome Supplements in association with Pre-Formance. Our aim with this document is to give you a concise guide to nutritional factors that must be considered for optimally fuelling your body for marathon training. This is to not only optimise performance, but also recovery and immune function. After-all, you can't train if your muscles aren't recovering or you keep getting struck down with illness.

Though we produce and sell supplements, we are still a company who believes that supplements should be your last port of call. Nutrition, lifestyle, training and basic things like hydration and sleep should all be considered before any product – even our own – and even once that is all put in place, we need to be sure that you know which supplements ideal for adding to your stack to get the most benefit.

Ethically and morally it is our responsibility to let you, the consumer, know which products to use, when to use them, how to use them and how much to use, as well as whether they are even going to help you

and in your hand you hold the answer to these questions

Demands

Running is a sport which has stood the test of time, with popularity growing in the late 60's and staying steadily high ever since. It has grown exponentially in popularity in recent times. The Virgin Money London Marathon (unbeknownst to many) only began in 1981 with 7,000 runners but has grown in its short history to 36,000 runners per year.

The distances for running races will vary dramatically between events, with short 1-2km sprints, 5kg parkruns and short "fun runs" leading into half marathons, full marathons and even beyond this to ultra-running and the Self-Transcendence 3,100-mile race, the world's longest certified running event. But, seeing as this guide is specifically to help you get through the Virgin Money London marathon, we'll focus on the 26-mile (42.1km) discipline.

That said, even if we were looking at running as a highly varied whole, there are general rules that athletes must adhere to in order to succeed as a runner, regardless of the specific event in which they choose to participate. Runners require specific 'fitness' as well as skill in running and they need extreme amounts of recovery capacity combined with an uncanny ability to avoid repetitive strain injuries or muscle imbalances. We'll offer some general training advice in this guide, but ideally your training will be bespoke to your individual fitness level, taking into account training history, injury history and lifestyle factors including time availability. We aren't trying to teach you to suck eggs, but it never hurts to refresh the basics.

Dietary considerations

As with any endurance-based sport, the nutritional focus of a runner needs to be geared towards maintaining caloric balance in the face of an often hugely varied daily requirement. After this is accounted for, the focus should be on specifically timed workout nutrition and also on supporting the immune system – ask any runner and they will tell you that illness is just as common, and just as problematic, as training related injuries.

The other thing to consider is that the kind of training a runner is undertaking requires fuel, and a lot of it. This means that it is important for a runner to not be afraid of eating a large amount of food around his or her longer training sessions – something which is often forgotten in the pursuit of low body fat levels.

Many people will take up running to help them lose weight but weight, or rather, fat loss is complex and when you throw in a high demand exercise activity it becomes a tricky juggling act of managing energy balance to keep performance high while also forcing your body to use its stores. To lose fat you need to be in an energy deficit, but being in an energy deficit makes exercise harder and, research shows that when Calories aren't tightly accounted for people will compensate for energy (Calories) burned during exercise by using less intensity and moving less after their session. This is part of a process often referred to as 'metabolic adaptation'. Add to this the fact that some people experience increased appetite after exercise (for obvious reasons) and you can see how easy it would be to gain weight while training for a marathon instead.

Maintaining a low(er) level of body fat is important, as carrying extra weight from excess body fat is only going to be detrimental to performance, but staying too lean is very possible, and a small healthy amount of body fat can provide energy late in races as your body switches to body fat as a fuel source. Because body fat is also an endocrine organ, being excessively lean can negatively affect hormone production, especially for females. Simply, racers who are leaner than they need to be are more likely to hit a wall which they cannot get past, than racers who are 2-3% higher in body fat. The lesson here? Eat to perform, and fuel what you need to do with plenty of whole foods and good nutrition.

To be clear, being overweight is a disadvantage and healthy body fat percentage for typical males is between 14 and 24% with athletes often being in the 8-15% range. Single digit percentiles are where things start to get a bit tricky. Females on the other hand should aim for a healthy range of 21 -30% with female athletes often sitting in the 14-22% range. Any lower than that and women run the risk of experiencing problems with their menstrual cycle (among other hormone related problems) which can take months to correct.

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For a runner, the chief thing to consider is your total energy intake. Generally speaking, for most sports it's a perfectly viable option to take nutrient requirements on a weekly basis and consume around the same amount of food every day. This is great, but for someone engaging in high volumes of endurance training it may be a much more effective strategy to have a 'baseline' nutrient intake and then compensate for any training you do on top of that, in order to maintain bodyweight, performance and recovery from training.

This means eating more on days you run (and maybe the day after if you want to spread it out a little).

As a runner is placing a huge strain on their body and expending a lot of energy, it is generally accepted that they are going to have to accurately track and log food intake for the BEST results, and thus the following advice is assuming you are doing this.

If you are not aware of your caloric intake, this is the first thing I'd suggest you start to find out. Weighing food, tracking calories and paying attention to details may not be as fun as just going out and hitting the road hard and eating well, but the difference between a good and a great runner is not just training effort - it's nutrition and attention to detail. If you're getting the details right in terms of heart rate tracking and proper running shoes but not looking at food in terms of macronutrients and calories, you are not getting the most benefit from the effort you are putting in. Honestly, it's not as time consuming as it sounds.

To find out your own calorie needs and then to factor in your macronutrient intakes, use the Awesome Supplements calorie calculator, but read the steps below first:

<http://awesomesupplements.co.uk/calorie-calculator/>

(Note; Calorie calculations are predictive at best meaning that you may need to track progress and adjust accordingly during the first few weeks)

Due to the nature of your sport you will have some days that have an exponentially higher calorie requirement than others. Therefore, you have two options here:

1. Calculate your intake needs as an average using the calculator above as it is. Nice and simple
2. Calculate your intake needs using the calculator above, but FORGET YOUR RUNNING TRAINING. That means you'd factor in your job and any other training you do, i.e. lifting weights. Once you have this, that's your baseline. Now, every time you go out running, you would add the calories your sports watch tells you that you burned and consider that your needs for that day (of course, you could split this over into the next day, too, if you'd like to).

Our calculator will also split this up into macronutrients for you. If you choose option 2, on days you eat more it's OK if your extra calories come from all three, but ideally the vast majority of your extra calories would come from carbohydrate.

But **WHAT** should you eat?

Nutrition is highly divisive with many having opinions on what we should and should not eat. Despite popular beliefs and bad advice from online fitness celebrities, however, there is no such thing as bad foods, fattening foods or fat burning foods.

That said, for athletes looking to perform at their peak, some foods can be considered better choices than others because different foods have different effects on blood sugars, energy release, immune function and even cognition. It is recommended that a good 80% of the calories you eat come from natural whole food sources such as lean meats, dairy, vegetables, fruits, pulses and wholegrains. The other 20% can come from more refined foods like cereals, gels, baked goods and liquids. In fact, in order to achieve the energy intake level required for endurance athletes it is often necessary to consume foods that are high in energy density because it's both cheaper and easier to get the calories in this way, and that means some more 'junk' carbs.

A good example of this is the energy snacks required during longer efforts such as gels, bars and glucose drinks.

For those of you who are less nutrition literate, here are some examples of foods that sit within each macronutrient category:

Protein: meats, poultry, fish, eggs, dairy (including whey), pulses, nuts, protein powder, tofu, quorn

Carbohydrates: Sugar, grains (rice, wheat, oats), potatoes, tubers, pulses, fruits, vegetables

Fatty acids: Oils, butter, nuts/nut butters, avocados, oily fish, dairy, fatty meat

You may have noticed that some foods appeared on both lists, this is because a lot of foods contain multiple macronutrients which makes tracking your food using an app like MyFitnessPal even more important if you want to get this right. In time you will learn to judge portions, energy values and nutritional composition of meals simply by looking at your food, but at the start this app can be a lifesaver.

A special note on fibre; fibre is contained in many carbohydrate foods like fruit, root veg, wholegrains and pulses, but also in nuts and seeds. Fibre is often recommended to keep you 'regular', but the different forms of fibre do more than just make you poo. It's essential for feeding your gut bacteria and ensuring a well populated microbiome. A healthy microbiome is important for immune function and cognition as well as digestion. A fibre intake of somewhere between 25-35g per day for most people is ideal. Although there is no set upper limit, intakes above 50g may cause significant levels of gastric discomfort in some people so pay attention and adjust accordingly if you're eating a LOT of carbohydrate and it's all coming from potatoes and beans.

For endurance athletes, the most important macronutrient is carbohydrates because this is converted into a fuel source called glycogen which is stored in your liver and muscles. This is essential for generating muscle contraction. Marathon runners often refer to glycogen depletion as 'hitting the wall' – this is when all the energy stored in your muscles has been burned up and your muscles simply stops working. In severe cases it results in total body shut down, as you can see in the video below:

<https://www.youtube.com/watch?v=xSZISaPJAdQ&list=PLQk2jKJyzgTsdEoo5i4p3uYP53EcUGXLy&index=7>

Not good!

Carbohydrates will typically make up around 40-50% of an endurance athlete's intake on a less active day, and when we increase calories to compensate for training bouts the focus should be on carbohydrates also. On training days you may see your numbers skew towards 70% carbs!

During a standard day, your nutritional approach should be one of a typical 'healthy diet'. 3-5 meals per day depending on preference, with an even distribution of calories, carbs, fats and protein. Each meal should be focused around whole foods, with carbohydrate sources being chosen due to fibre and micronutrient content (meaning opting for sweet potatoes, potatoes, beans, whole grains and starchier vegetables like parsnips), for the most part.

Without micronutrients, an athlete cannot be healthy, and if you are wanting to avoid missing races and training sessions due to sickness, you need to get the veggies in! Consuming an adequate amount of fibre (as mentioned earlier) will also help you to digest and process a large amount of food much more effectively too, helping to avoid GI distress associated with large food intakes. However, on training or race days, things may be a little different.

Prior to a training session, the focus should be on a good source of complex carbohydrates which sits easily on the stomach. This will provide enough glucose to work at a top standard without making you 'too full'. Eating a carb source with too much fibre has the potential to leave you with a lot of undigested food in your GI tract which could be a disaster for overall performance. This is the perfect time for a relatively light yet energy dense meal such as sushi or a pasta dish with white meat or fish.

During the run you may require a carbohydrate source (supplemental carb products like Awesome Electrolytes with Carbs are really useful here) but these should be factored into your total intake for the day as calculated above, and not just included out of habit. If your session is only going to last 60 minutes or so, you should not really need anything more than adequate liquid and maybe some electrolytes if you are training in the heat or the type of person who sweats a lot.

As a guide, the amount of carbohydrates you may need during exercise are as follows according to the International Society for Sports Nutrition:

Up to 1-hour = zero

1-3 hours = 30-60g per hour

3+ hours = 60-90g per hour

Ideally this will be in the form of easily absorbed sugary foods with a high glucose concentration. Gels are ideal, but some people experience GI distress using these and prefer more natural foods such as dates so experiment and see what works best for you. Don't wait until fatigue sets in, keep drip feeding those carbs every 30-60 minutes.

After your session, the calories you have used should be replaced, again with predominantly whole foods, focusing on 'quality' carbohydrates for the most part – though after a 1,000 Calorie plus training session, some Belgian Waffles aren't the worst thing in the world!

Additionally, it almost goes without saying that staying properly hydrated should be a priority for anyone, let alone anyone wanting to perform optimally in a physical activity or sport. A rough figure to aim for is 24ml per kilogram of bodyweight at rest, with an additional 750-1,000ml per hour of sport. Including Awesome Electrolytes with or without carbs to your training liquid intake can dramatically improve absorption rates and allow you to stay hydrated with far less liquid, meaning fewer 'pit stops' during a longer excursion. It is possible to over consume water and in extreme cases athletes have died from a condition called Hyponatremia which happens when too much plain water is consumed, resulting in a significant decrease in serum sodium levels. To avoid this, we recommend that you drink to thirst and consider adding salts to your beverages during longer sessions.

Lifestyle considerations

Because training is going to be highly demanding with a lot of overall volume and physical stress, your lifestyle is going to need to be tailored to support your efforts on the pavement. Overtraining is relatively common in endurance sports, but nowhere near so much as under recovery. On top of eating as per the above, the best thing you can do to make sure you recover optimally is to sleep as often and for as long as your schedule will realistically allow.

Aside from sleeping well, regular sports massage, mobility work and self-myofascial release using a foam roller or similar can help relieve the sensation of excessive stiffness associated with a heavy workload, and this should be done daily to 'keep on top of things'.

Finally, it's a very good idea to keep on top of your overall stress levels when taking part in running, or any sport for that matter. Undertaking a serious training regimen on the road and in the gym is going to place a large stress onto the body and adding to that with work and life stress is not a good idea.

Our body views stress as a singular thing, and when life stress is taking up our ability to handle the strain, the adaptations we can cause by placing training stress upon ourselves is diminished. In short, if you're stressed all of the time, your progress will slow down in whatever physical endeavour you choose.

Here's some further reading on these topics:

<https://awesomesupplements.co.uk/blog/blogare-you-over-training-or-under-recovering/>

<https://awesomesupplements.co.uk/blog/meditation-for-athletes/>

Our Supplement recommendations

Day to Day Supplements

Awesome Daily Dose

This balance of vitamins and minerals is a perfect addition to the regime of ANY athlete. It will help protect your immune system, it will work to improve your ability to process and transport nutrients around your body, and it can help ward off excess oxidative stress which will make you sore after training and races. Endurance athletes need more micronutrients than those that don't push their body all of the time, and are also more prone to conditions such as osteoporosis. Replacing those minerals through food is possible but a safety net is always a good thing.

Awesome Fish oil

One thing that will ruin a training season more than any other is progressive inflammation in connective tissue and joints in general. Fish oil, or more specifically the Omega-3 fatty acids EPA and DHA present in it, can help ward off inflammation, improve blood health markers and even help with your immune system, too. Most of us don't eat oily fish every day (and in fact this puts you at risk of mercury poisoning) so supplemental fish oil is a really useful addition to anyone's arsenal.

Pre-Race/Training

Awesome Whey or Vegan Protein

Before a race or training session, a serving of this is an easy way to make sure you aren't creating an environment for excess muscle protein breakdown without having something heavy sat on your stomach, though you can forego this if you're able to have something solid 2 hours or so before starting. Morning trainers might find this most useful.

Awesome Caffeine Tabs

Are something which you may also wish to consider. Caffeine improves power output, increases time to exhaustion and reduces how hard you feel like you are working – all of which is really effective for improving the performance of a runner. By adding Theanine to each capsule, we also ensure that you don't suffer jitters associated with caffeine, meaning you can keep your focus and stay cool under pressure, while still getting all of the benefits of the world's most popular ergogenic aid.

During your session

Awesome Electrolytes and Carbs

When it comes to maintaining performance, nothing is as important as adequate hydration. Maintaining a proper electrolyte balance allows your body to absorb and use the water which you drink far more effectively, but also helps prevent cramping or muscle spasms when you come to a stop. Depending on your session length, you may wish to choose the carbohydrate powered option, as this will make sure you are properly fuelled for the full duration of what you are doing. This is not likely necessary for every session, though, and is probably not needed for shorter training session.

That said, when it comes to races or anything lasting much beyond an hour, a fast-acting carbohydrate product can significantly improve your endurance capacity.

Afterwards

Awesome Chocolate Powder

Awesome Chocolate Powder is perfect for after either a gym session, run or race, a product that turns milk into chocolate milk with added leucine. The protein hit which you will get from your milk is great for kick starting the process whereby your body repairs damaged muscle fibres and adapts to the trauma you've placed upon your entire muscular system. Though it may not seem like running would cause the same effect as lifting weights, endurance-based activity DOES cause a small amount of damage to muscle fibres which must be repaired, and by fully activating muscle protein synthesis, Awesome Chocolate Powder helps to get things rolling! Added to that, milk is probably the best rehydrating thing you can drink. Due to the mineral content it helps to maintain a perfect electrolyte balance, but because of the casein protein content milk will coagulate in your stomach and be absorbed slowly. This slow 'drip feed' into your body gives you enough time to absorb all of the liquid you are drinking properly, rather than just making you pee.

As an alternative to Awesome Chocolate Powder, a similar meal to the one we recommend pre-event – Awesome Whey – is a great stop gap until you can get to a proper whole food meal. If, of course, you CAN get to a meal quickly and conveniently; just do that. In fact, protein powders are a great ingredient to have in your pantry as an easy and convenient way of increasing your protein intake. You can use them in baking as well as using them as a shake and we now have a highly popular range of vegan protein powders too.

Recovery Spray

Finally, one product you may consider is Recovery Spray. Magnesium is a vital nutrient for muscle contractions and replacing lost minerals after training is a great way to minimize soreness and risk of cramping without compromising on the signal for your body to adapt (which can happen with the use of ice or painkillers). This product is designed to help you feel better and get back to the best you can be, faster.

Training considerations

Contrary to popular belief, to reach the top of your game you cannot stick to running training alone. To improve aerobic capacity in the specific domain which is required by your sport (as well as the technical proficiency to make efficient movements) you DO need to do a high volume of sport-specific work, that is you need to run to get better at running.

BUT

Repetitive action in an endurance sport can lead to significant imbalances which themselves can wreak havoc on your knees and hips if you aren't careful. While maintaining a proper running gait can go a long way towards negating any ill effects, a small to moderate amount of targeted resistance training can work wonders for injury avoidance and muscle balance.

Because as an endurance training athlete you will be spending the majority of your year at approximately caloric balance or maintenance, hypertrophy-based training is not likely to be a great option for you. Rather, you should be spending your gym time working on power output to help with acceleration and sprinting when needed, and strength work to create a far more durable and injury resistant physique, free of imbalances and postural issues.

At the very least include some basic core stability work such as planks, bird-dogs and bridges, along with some mobility work to "open" the hips.

As for resistance work, low volume workouts based around compound movements and single leg work will help to build strength without producing much hypertrophy. Current research also shows that resistance training improves running economy, and so even if you're not bothered about injuries, it's definitely worth adding it in to your training because it'll make you faster.

While this may seem like a lot to cover, a simple set up may be:

A - Full Body Strength

Barbell Squats 2x5

Romanian deadlifts 2x8

Dumbbell Lunges 2x6

Stability ball Hamstring curls 2x10

TRX row/chest press super set 2x15

Loaded carries (for time or distance)

B - Power Work

Single Leg Press 3x3

Push press 2x8

Kettlebell swings 3x20

Box jumps 3x6

Battle Ropes 20:20 work/rest intervals

During race season your gym work should be relatively low volume, as your recovery capacity will be limited with a heavy sports specific training regimen and a heavy racing schedule for some athletes. This means that sessions will likely be limited to 2 per week, with the majority of your energy (and recovery capacity) being given over to race-specific work.

During this time, recovery is paramount so Awesome Chocolate Powder, Awesome Whey (or vegan protein) and Awesome Daily Dose will be hugely influential tools in your arsenal to promote recovery on a muscular and systemic level along with maintaining optimal immune function alongside Awesome Electrolytes with Carbs to increase performance capacity. Nutritionally, calories need to be high at this time to make sure you are fuelled properly.

During the offseason you may benefit from increasing frequency of training to 3-4 sessions of strength work, and increasing set number from 2 to 3-5. This can help increase muscle mass and make the most of the break from race preparation and peaking. Though it's not likely that you will want to increase bodyweight significantly, this is a perfect time to increase muscle mass a small and 'functional' amount, so a slight calorie surplus can be adopted, along with considering Awesome Pre-Workout and Caffeine ahead of heavy gym sessions to make the most of this less hectic time.

Example Meal Plans

Example 1:

75kg male during heavy training period. According to the Awesome Supplements macro calculator - we'll assume this is accurate for this hypothetical individual, but you might have chosen to drop fats or protein slightly or found that your maintenance kcals are slightly higher than predicted:

3,005 kcals

Pro: 150

Fats: 83g

Carbs: 399g

Example day.

Breakfast: porridge with scoop of whey and some blueberries 1 pint of water and a coffee

Mid-morning: handful of nuts and an apple and pint of water

Lunch: 150g tinned tuna salad sandwich in wholemeal bread and a banana and pint of water

Pre-run: rice cakes with jam.

During run: 2x gels plus Awesome electrolytes and carbs

Post-run: Awesome whey protein shake

Dinner: 200g steak, baked potato and steamed green veg and pint of water with small pinch of salt

Example 2:

Same 75kg male but this time during the pre-race taper with 50% reduction in training volume.

2,652kcals

Pro: 150

Fats: 74g

Carbs: 332g

(notice Calories have been adjusted to account for reduced workload, but fats were reduced slightly in order to keep Carbs as high as possible).

Example day:

Breakfast: 4-egg cheese omelette with spinach and an orange and pint of water

Mid-morning: small handful of nuts and pint of water

Lunch: homemade shredded chicken and chorizo wrap with tomato salsa and guac and pint of water

Pre-run: rice cakes a honey

During run: Awesome electrolytes

Post run: Awesome whey protein

Dinner: lean mince cottage pie and pint of water with small pinch of salt

Summary

The recommendation in this ebook are merely a guide. Feel free to adjust anything accordingly but try to remain within a small distance from that which is suggested. How well you are recovering and, of course, your personal taste preferences will dictate variations. A hypothetical ideal that you hate is a long way from ideal indeed!

Keep an eye on your sleep, if you suddenly find that you aren't sleeping well, maybe you are finding yourself waking up between 3-5am, this could indicate that the allostatic load on your body is too high and that you are under recovering. If this is the case you might try upping your kcals by 1-200, with the extra kcals coming mostly from carbohydrates.

To be clear, whatever protein range you choose (or if you use the amount that our calculator gives you) that should remain pretty consistent (within +/- 10g) each day. Fats and carbs can fluctuate but keeping a minimum level of carbohydrates at the very least will benefit your training. What we mean by this is that individual variances mean that one person might be able to thrive on a lower level of 3 or 4 g/kg while another person might need 5-8 g/kg. This will obviously be dependant on your total Calories and any adjustment in Carbohydrate intake will result in an equivocal adjustment in fat intake (bearing in mind that fats provide 9kcals per gram while carbs provide 4kcals).

The most important thing is to listen to your body and be aware that disruptions in sleep, excessive muscle aches (DOMS) after training, unusual mood swings, cognitive decline (brain fog) aren't to be ignored. Likewise, supportive tech feedback showing unexpected changes in training numbers; such as time per mile/km increasing instead of decreasing, unusually high pulse/RPE or increased resting HR are all potential indicators of under recovering.

Hopefully this guide has given you everything you need to know in order to smash your Virgin Money London Marathon. But this is no substitute for bespoke coaching and even Eliud Kipchoge has a coach.

We wish you all the best and hope to see you at the finish line.

#FuelledByAwesome

Ben Coomber
Sports Nutritionist & Awesome Supplements Creator

About The Author

PERFORMANCE NUTRITIONIST, COACH, SPEAKER & WRITER

AFTER 10 YEARS IN THE HEALTH AND FITNESS INDUSTRY; COACHING PEOPLE, TEACHING, PUBLIC SPEAKING, EDUCATING, WRITING, THERE WAS STILL A BIG FRUSTRATION I HAD, THE SUPPLEMENT WORLD. THERE ARE SUPPLEMENTS EVERYWHERE, AND WE ARE BECOMING MORE AND MORE HEALTH CONCIOUS, WHICH IS A GOOD THING. BUT ONLY IF WE ARE EDUCATED AS CONSUMERS AS TO WHAT TO BUY AND WHY. THIS IS WHY I HAD TO CREATE AWESOME SUPPLEMENTS.

I originally got into this industry to help others after going on my own journey. After losing 5.5 stone, getting rid of my eczema, ADHD and IBS, and turning my body into a highly tuned athlete (my sport is rugby), I realised that this is the most powerful journey anyone can go on in life. A journey that empowers you with your health, body and mind. A journey to realise your true potential. A journey that makes you truly AWESOME. And I want to do this with you, by helping you and teaching you, and AWESOME Supplements is one of my vehicles to do this.

I have the UK's #1 rated health and fitness podcast on iTunes 'Ben Coomber Radio' with regular Q&A's and expert interviews with experts such as Layne Norton, John Meadows, John Keifer, CT Fletcher, Elliot Hulse, Scott Baptie and many more, a nutrition coaching company, this supplement line, and a vast backlog of education I have done for others over the years.

Come find me and my work on all the links below, if there is anything I can help you do, if it's not change, is aiding you to keep finding the information to aid in that change. One thing you must do from today is value your, health, energy, vitality and fitness, it's everything, everyday should be spent feeling, looking and being awesome, and that's my aim, for you.

#FuelledByAwesome

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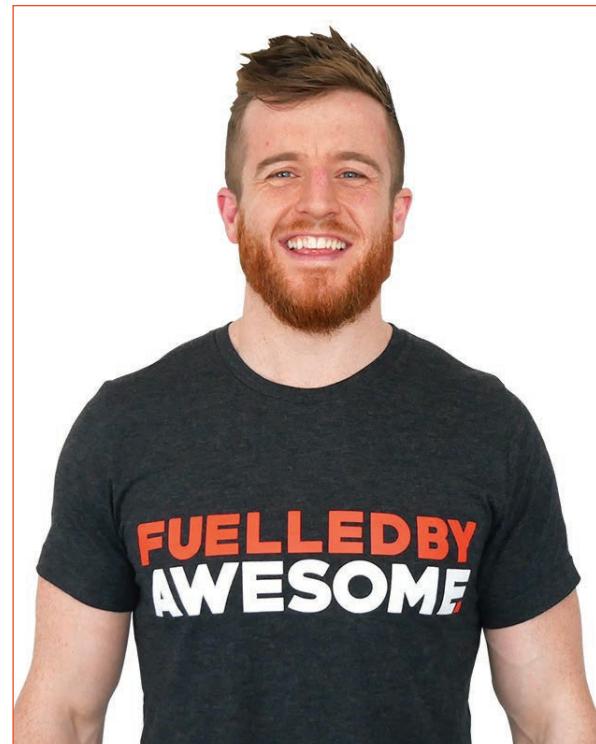
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About The Author

PHIL ROBERTON: FITNESS PROFESSIONAL

A COACH WHO IS PASSIONATE ABOUT HELPING INDIVIDUALS FIND FULFILMENT IN EVERY ASPECT OF THEIR LIVES. WORKS EXCLUSIVELY WITH A NUMBER OF CHARITIES AND THEIR 3,000 VIRGIN MONEY LONDON MARATHON RUNNERS, WITH THE GOAL OF REDUCING DROPOUT RATES AND INCENTIVISING HIGHER LEVELS OF FUNDRAISING.

He does this through the 12 years of involvement with the event, the understanding of the individuals involved, and educating them around his concept of Pre-Formance®. Preparing the body & mind for the lifestyle demands of getting to the startline. Nutrition, strength & conditioning, intelligent training, recovery, breathing, and other protocols. Training for a running event, isn't just about running. Neither is crossing the finishing line the hardest one to cross.

He uses the event as a platform to inspire people to find Purpose, create Balance, and to Change the World.

Sports Science BSc / Level 5 Biomechanics Coach / NLP Practitioner

Mantra: Work Smart, Play Hard, Dad Harder

@PhilRoberton #PhilRoberton

