



DG ACADEMY

WELCOME PACK

Training that fits your
lifestyle, whatever
your schedule

DG ACADEMY

Welcome to my online academy “DG Academy”. Over the years I have helped hundreds of people just like you achieve their goals. I help people get into fantastic shape, but more importantly I change how they think.

This isn't going to be your normal online plan; this is going to change your life both physically and mentally.

You're going to look fantastic; your confidence is going to be through the roof and you're going to love the reflection in the mirror.

You're now a client of mine, I care about the people in my life and you're now part of it. If you allow me to help you, be honest with me and accept change you won't recognise yourself a few months from now.

My coaching is very educational, in an industry of lies and bullshit I want you leaving my academy with the knowledge where you won't need another coach again.

Starting is the hardest part, it takes a lot of courage and I just want to congratulate you on beginning your journey. Welcome on board, I'm excited to see your progress and coach you over the coming months.

CHECKLIST

Before getting started please ensure that you have the following items. Remember the saying, “fail to prepare then prepare to fail”

1. Comfy training wear.
2. Water bottle.
3. Training equipment. (If training from home)
4. An open mind.
5. A calendar.



WEEKLY SCHEDULE

MONDAY:

Check in day: You will fill out a questionnaire for me (received via email when you sign up). I also require you to upload photos of yourself and of the scales to my app.

TUESDAY:

Check in reply: I get back to everyone on a Tuesday with a personal video via whatsapp.

MASSIVE ACTION CALL:

This day will change from time to time but will be on at 7:30am.

TOP TIP:

Start of each week make sure you plan out when you're going to train, prep your food and plan out your week in your calendar.



MY SERVICES

1. ACCESS TO MY PERSONAL APP

This is where you will receive your training plan, this will be personalised to you, your level of fitness and your goals. This will be updated at the start of each month so you can continually progress.

2. NUTRITION PLAN

I will send this across to you via email, once again this will be in align with your goal, what foods you dislike and like. This will be adjusted when needed.

3. THE 3 PILLARS OF SUCCESS

This in the mindset course of my coaching, there's no strict time to get it done but I do require you to work away at it in your own time. This goes from understanding your why, core values, limiting beliefs all the way to understanding how habits work. Once you improve your mindset the rest falls into place.

4. DG ACADEMY RESOURCE LIBRARY

This is a course of short videos to educate you on training, nutrition, and lifestyle.

5. ACCOUNTABILITY

You have a weekly check in with me once a week as I outlined above. You have access to me Monday – Saturday, drop me a text message whenever you need help or have a question. The clients who reach out for help are always the ones who get the best results.

6. MASSIVE ACTION CALL

This is the weekly webinar; I will post the zoom link in our private Facebook group. Each week I will cover a topic, answer the questions from the check in forms and open at the end for additional questions.



CLIENT ZONE



NIAMH

I became a client of Darraghs just over 3 months ago.

I had got to know Darragh initially by doing some online classes during lockdown, then got speaking to him about joining his Academy.

This was the best decision I ever made!

I thought I would struggle a bit with the online side of it, not training with Darragh face to face but that is not the case at all.

Darragh provides everything you could need and with weekly check ins he is there to keep you accountable or to help if there are any issues.

He is constantly asking if there is anything he can do to improve things for you, even though he has already thought of everything!

Nothing is ever a problem and when I joined a gym bout 6 weeks into my training, Darragh was straight on updating my program so I could make use of the better range of equipment available to me.

He updates my programs regularly so you never get bored and is there to offer any advice if you find yourself struggling.

The biggest thing for me personally is the shift in mindset, going from dreading workouts to actually enjoying them and knowing what I am doing because it is all planned out for me is amazing.

I would recommend Darragh to anyone and I'm super happy that I took the plunge and signed up with him.



CLIENT ZONE



CIARA

I started training with Darragh in October of last year in the hopes to change myself mentally and physically.

From past experiences with personal trainers, I had a set standard for Darragh which he ultimately tackled with no issue.

Prior to commencing my programme I kept thinking “this will be just like the other plans, a complete waste of my money and time”, but that was not the case at all.

The past 8 months have been challenging physically and mentally but for all the right reasons.

I had to over come personal issues with myself and did with ease with assistance from Darragh.

One thing I didn't realise prior to this programme is that the mentality behind your training and nutrition is half the battle and with the skills Darragh gave me, this is no longer an issue.

never felt starved or forced with Darragh. He was so empathetic and understanding during times I needed recovery and recuperation.

The weekly weight and progress check ins were key to my journey as they kept me accountable and focused on my end goal.

I have never been as happy and confident in my body and mind in a very long time.

It is bizarre to reflect back on the last 6 months and remember how I felt prior and during the process of my weight loss.

It's not the dress size or a goal weight that I appreciate the most, it's the personal growth and development I am most grateful for.

I can't recommend him enough, to anyone who's struggling to shift the annoying “lockdown weight”. He will keep you on your toes but give you a good laugh all the same!



CLIENT ZONE



LORNA

Before I started with Darragh, I was in a slump. I was constantly feeling bad about myself and worrying about the way I looked and felt. I needed a change of lifestyle to improve how I felt about myself.

Darragh designed a plan for me that fit around my schedule. It was super easy to follow, which made it super easy to fit into my daily life and it didn't interfere with my social life.

One of the best parts for me over the passed 12 weeks was the educational side of the plan.

Darragh was always there to answer a question no matter how big or small.

He also thought me that the journey to looking good and feeling better does not revolve around the scales, which is something that I really needed to hear in order to improve my mindset.

Over the passed 12 weeks I have over come so much, I've grown as a person and made some serious lifestyle changes.

I would really recommend this programme to anyone who feels they are stuck in a rut or feels that they need to get back on track

CHRIS

I spent 18 months in the DG Academy & in that time I became a much better version of myself mentally & physically. Darragh is a top-quality coach not just on the fitness side but also in building a strong mindset & promoting personal growth.

When I was finished in the DG Academy I was a completely different person mentally & physically. Darragh is much more than a coach he's a friend & a shoulder to cry on when you require it.

He's also someone who will give you a kick in the ass when it's required also. I lost around 25kgs in my time with Darragh & more importantly, I gained self-belief & self-worth. I can't recommend this man enough.



CLIENT ZONE



LAURA



I decided to start working with Darragh because I had bad habits, I could see myself slipping down an unhealthy path if I didn't make a change.

I thought I'd lose a bit of weight and get moving a bit more but I couldn't have imagined how much I've gotten out of my time working with Darragh.

I'm the fittest I've ever been, I feel so much stronger, but most importantly my whole mindset has shifted.

In the beginning (and sometimes the middle/end!) I was doubting myself and being impatient, but Darragh helped me to recognise when I'm being too hard on myself and gave me tools to stop me from letting that ruin my progress.

He won't take any shit but that's exactly what you need in this journey! I've developed habits that'll last me my lifetime and I'm so grateful to Darragh.

If you're considering it just go for it, it'll be the best investment you'll ever make in yourself!

RHYS

Since joining the DG Academy I have learned a lot about nutrition and putting structure into my life. I always overcomplicated things prior, and therefore I wasn't very consistent with my training and nutrition in particular, and didn't see the results I wanted. I have quite a busy lifestyle so I always used to leave training and nutrition to last and never really prioritised it.

Since joining I have learned to appreciate being more organised with meal prep etc and consistent with training. I have gained almost 6kg and have a lot more confidence overall, particular in certain clothing that I now fill out a lot more. I enjoy training and the routine I have, and look forward to pushing myself in each session.

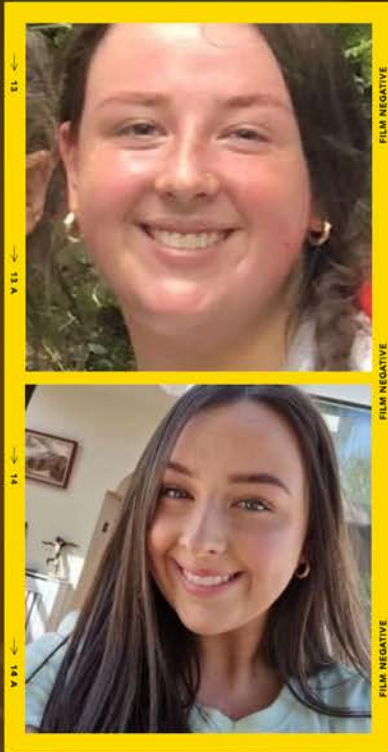
Darragh has provided great support throughout my time here and has always went above and beyond to help me out. He has excellent knowledge and understanding and I would recommend anyone to join the academy and see the improvement in your life.



CLIENT ZONE



CLARA



I reached out to Darragh to get myself out of a long slump.

I was losing and putting up weight for years, doing this plan and that plan, and trying this diet and that diet.

I wasn't looking for a big weight loss in a short amount of time.

I was looking for help with my consistency and my understanding of the healthy ways to lose weight like how workouts, eating and mindset work as one not separately.

Darragh introduced me to a personally designed plan and tailored it to suit me perfectly, which made it very easy to incorporate into my daily life.

I couldn't have made a better choice for myself by starting this plan. My mindset and how I view myself has changed for the better.

I'm not starving myself or missing out on a social life. I'm working hard to achieve my goals and Darragh is helping me hit them every week.

This is the only plan I have ever recommended to friends who are stuck in the same slump I was in.

I'm delighted with my results so far and I'm looking forward to progressing even further with Darragh as my coach.

AMY

Not only am I "three and a half stone down" but I'm physically and mentally stronger too.

I've reached my weight goal of 50lbs, though I never in a million years thought I'd get there.

It's all thanks to the energy and motivation that Darragh brings to his coaching.

I love it just as much now as I did at the start. I've even set my next goal to test my strength and stamina.

My biggest win to date was buying the jeggings I wore on the Christmas night out **THREE** sizes smaller than I was wearing only 5 short months ago and the best part is that I haven't made major changes to my diet...



CLIENT ZONE



Tom O'Connell · 2nd

Maintenance Manager at Kilkenny Cheese Ltd.

February 8, 2023, Tom was Darragh's client

If you're looking for help & guidance on shifting your mindset - look no further than Darragh. Darragh has been a great support to me in all aspects of life; building winning habits, setting self standards, building resiliency and promoting a satisfied and healthy lifestyle. It is clear to see that Darragh has built and developed his system on a wealth of knowledge and experience ahead of delivering to his clients. As he says himself "I won't ask my client to try anything until I have proven it to myself first". Highly recommended, truly enjoyable experience working with Darragh!



Róisín Phelan ACA · 3rd

Financial Accountant

February 4, 2023, Róisín was Darragh's client

Darragh really helped me to change my life for the better. When I first met Darragh, I had bad habits in my life around food, fitness and lifestyle. I had an overall bad relationship with nutrition and my own body image. Darragh taught me so much about creating and maintaining new habits. He has a lot of valuable knowledge around fitness and nutrition which.

Darragh is an extremely committed coach and I very quickly trusted him and felt confident to explain the things I wanted to change about myself. He has followed up with me on my progress and gave me tips on how to further my progress.

Highly recommend him as a life and fitness coach - he has completely helped me to change my mindset around food and fitness. I am a changed person, for the better, thanks to Darragh 😊



Grainne Meehan · 3rd

Quality and Reporting Lead at Reward

February 2, 2023, Grainne was Darragh's client

I've had the pleasure of working with Darragh both in person, while being coached in SF fitness and through his online DG Academy. Darragh is definitely a coach and not your run of the mill PT. I've gained a vast amount of knowledge on strength training, recovery, mobility and mental resilience.

I started as a complete beginner and have gained so much skill through Darragh's coaching technique. He's always available for coaching, nutrition and personal growth tips and advice. Couldn't recommend enough!



Laura Gildernew · 3rd

Quality assurance Manager at Firstsource Solution Limited

February 3, 2023, Laura was Darragh's client

I highly recommend Darragh as a coach, Darragh coached me firstly as head coach at SF Fitness, and I moved on to online coaching with Darragh after this. The amount that I learned during my time as a client of his is unbelievable. I am able to use the learning that Darragh has taught me and take this forward in life. I found Darragh to be different to every coach I have worked with before, his approach to wellbeing, fitness and fat loss is totally holistic. Darragh was available for support and help at all times and was so reliable. I have total faith in Darragh as a coach because it is clear that he is highly knowledgeable about everything fitness related, and best of all, he actually puts his own advice into practice in life rather than preaching.

The DG academy itself as an online platform

Is amazing, there is so much more accountability and interactivity than I thought would be possible for online coaching.

I would most definitely recommend both Darragh, and the DG academy to anyone regardless of where they are in their health and fitness journey. Thanks for your continued support Darragh.

& LASTLY

I am beyond excited to work with you over the coming months on your health and fitness. Like all before you, you will get amazing results.

**YOU WON'T RECOGNISE
YOURSELF.**

**YOU'RE OUTLOOK ON YOURSELF
AND LIFE ITSELF WILL CHANGE.**

**THIS IS YOUR JOURNEY, DON'T
COMPARE YOURS TO ANYONE
ELSE.**

**YOU GOT
THIS!!!**

