



PERFORMANCE
THROUGH HEALTH

By Martin McPhilimey

Raising your Standards



An E-book outlining the PTH Coaching Framework that will transform you to master your life journey.

WHO AM I?



Martin McPhilimey is an accredited and experienced Healthcare Scientist, Exercise Physiologist and Behavioural Science Practitioner. With his qualifications, passion and 15 years of experience in clinical work, fitness, and training, Martin's mission is to create a world of high performing individuals with healthy minds and bodies.

With an eternal passion for health and fitness, Martin was inspired to pursue his dream of living in Australia by the Sydney Olympics. He graduated from Nottingham Trent University with a BSc (Hons) in Sport & Exercise Science, majoring in Exercise Physiology and Performance Nutrition. Martin then completed a year-long Research Masters, co-authoring in multiple peer reviewed articles published in respected scientific journals. In 2015, he completed the Scientist Training Programme in the NHS in England; an intensive work-based program with a MSc from Newcastle University. He was fortunate enough to train under some of the best physicians, lecturers, and physiologists in the UK, and graduated from the National School for Healthcare Scientists as a Sleep and Respiratory Scientist. After a brief stint working as at one of the world's largest cardiology departments at St Bart's Hospital in London, Martin decided to embark on an adventure to Perth, Western Australia. Within two years, he became a leading healthcare scientist. In 2019, Martin realised a lifelong vision by launching Performance Through Health.

Martin has built a unique framework for living a successful, fulfilling and happy life with a healthy body and a mindset for high performance. By realising his vision of helping people prioritise health, success, and performance, Martin can help you find your purpose and transform you into a successful leader with a sustainable and healthy lifestyle.

Framework for High Performance

- 5 Vision
- 4 Leadership
- 3 Network
- 2 Mindset
- 1 Physical Health



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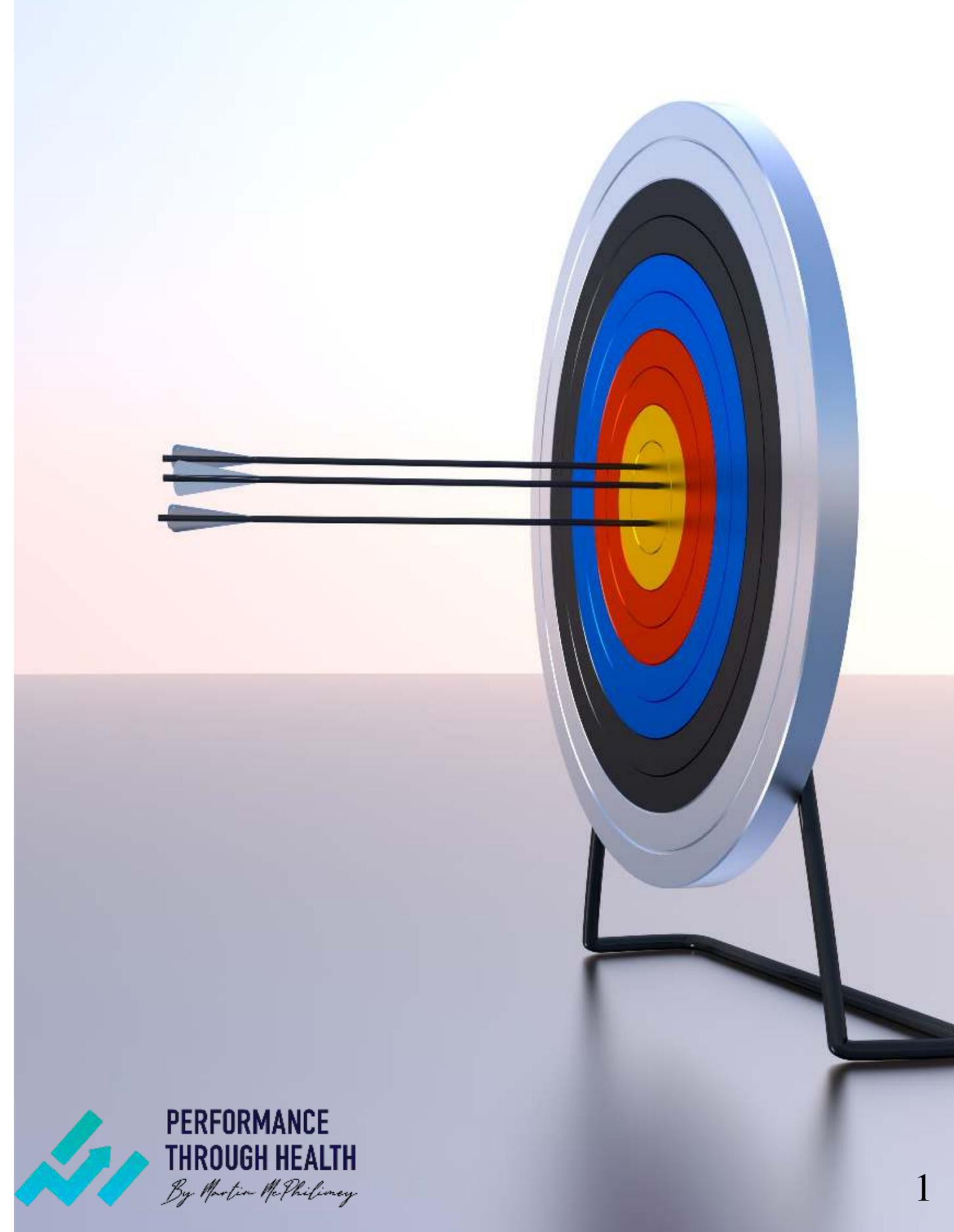
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AIMS

In 2016, my life turned to hell as I battled with physical and mental health issues during a chaotic life period. My confidence was at an all-time low, and I struggled to see a positive future ahead. For someone who had always been so enthusiastic about life, having suicidal thoughts and wanting to escape the pain, I felt stuck, and there was a part of my personality that died. I realised something had to change but had no idea where to start. I was the other side of the world, alone. There was only one person that could help, one person that could be the hero, and that was me. I began to study psychology, mindset, spirituality, personal development, anything I could get my hands on. I took action, and within two years of developing my inner self, a life vision came to me. Ever since that day, I've been motivated to wake up and work towards living my dream. All of a sudden I found meaning and purpose. I felt fulfilled and aligned with who I am. The PTH method was designed to help you save time on trial and error. Following this framework will lead to radiating confidence and an abundance of energy and motivation to strive towards a better future. This e-book outlines the successful coaching framework I've created for people just like you, wanting to look and feel good, build resilience and raise your standards by taking life-changing action today.



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WHERE DO I START?

When the path ahead isn't clear, it's challenging to get started. Being frozen by fear impedes growth because it creates a fog blocking your vision. The truth is, taking any action is better than doing nothing at all. A lack of order, or predictability, results in a gradual decline towards chaos and disorder. Picking a direction and moving forward regardless, is key to getting started. Depending on your current mindset; that may be a grand vision of inspiration or a simple draft of the short journey ahead, being the first step necessary to build momentum. Don't get bogged down in the details or think too big, choose something achievable and move towards your goal. You have to create growth through positive change making you feel good about your actions. Master your environment and take pride in your physical appearance. Something as simple as making your bed in the morning or changing a small dietary habit will work. Do one thing that's going to make you 1% better than you were yesterday, progress, not perfection. Moving towards a goal stimulates the brain's reward centre creating positivity and the ability to keep moving forward. Take action daily and you are on the road towards mastery; soon, you will be ready for something greater, your mission and life strategy. The following page discusses the importance of having a life vision to transform your standards to that of the PTH method.

THE LIFE VISION

Your vision is at the top of the PTH hierarchy because it's your ideal aim that continually evolves and gives a sense of direction. You have to look up at the image of who you aspire to be. Who is it that you need to become, to do the work that's required to create the vision of your future? Forming a vision is a process of looking within to discover who you truly are and then gifting that to the world. Philosopher Friedrich Nietzsche once said 'one must face chaos to give birth to a star'. While life may be chaotic now, you have to look up to see the stars and illuminate your ultimate potential. Imagine in your mind's eye who you could become if you chose to live to your capacity. Connecting to that through daily visualisation forms a higher self. A voice inside your head that judges you and keeps you on track, listen to the SELF and rise to individual sovereignty. Free yourself from the shackles of the past and move towards a better future. Your vision inspires you to take action in building your ideal life. If you could remove the pressures of society, who would you indeed become? Looking within and discovering your values, interests, and needs is the only way to manifest it into reality. 'Who looks outside dreams, who looks inside awakes'. To strategise your life and fulfil your potential, take action and build your guiding vision using my seven actionable steps found [here](#)



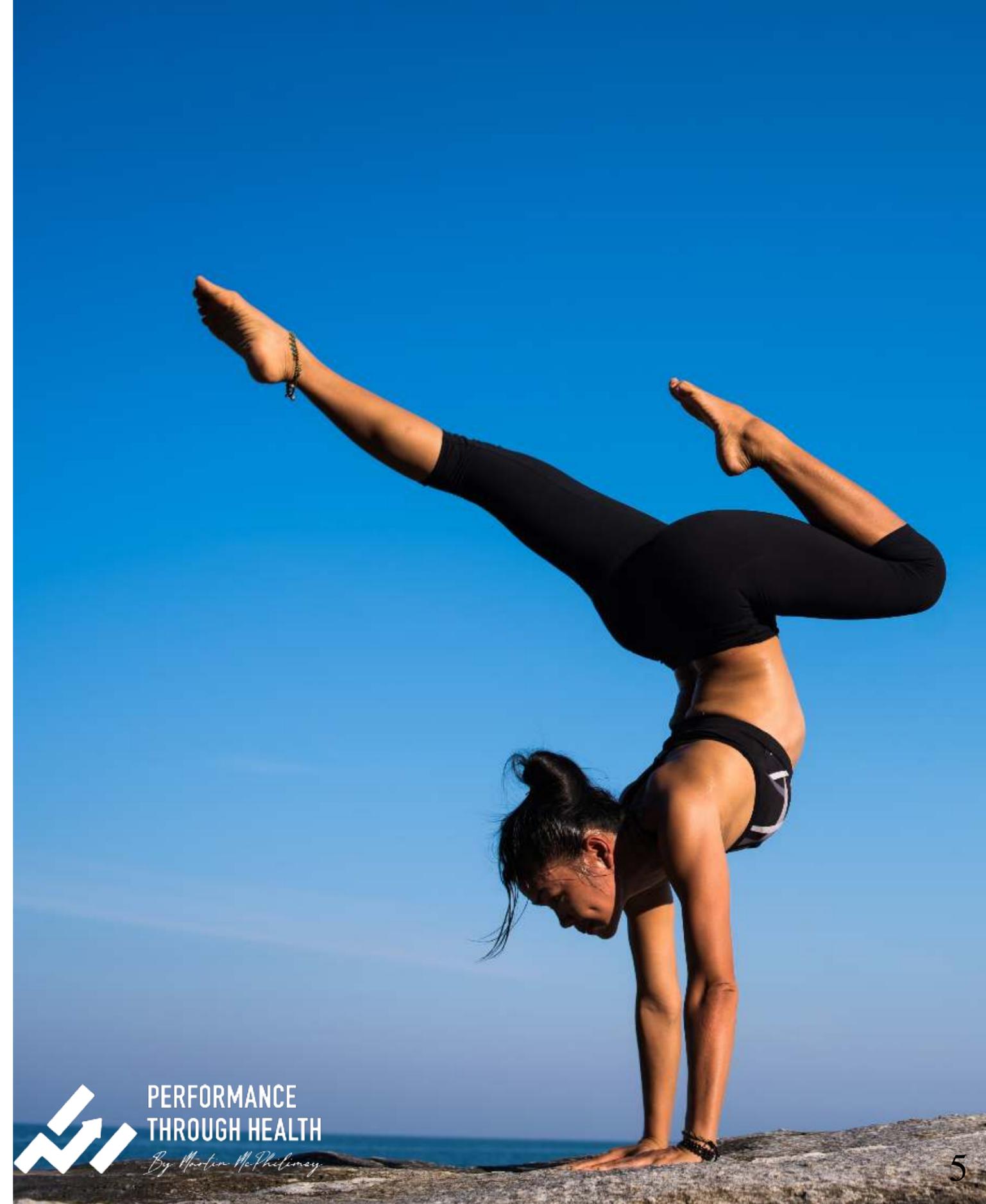


1. PHYSICAL HEALTH

Throughout my career, I've noticed between the age of 30-50 year people lose track of their health, resulting in burnout, depression and chronic disease leading to poor quality of life. Building the disciplines, structures and habits to improve physical health lays the foundations for sustainable energy and the vitality necessary for success. Both the body and mind crave consistency, so sleeping, eating and exercising to a regular schedule is where you should start. Creating such change is going to raise your serotonin levels, providing you with the confidence to put you in a position to begin working up my hierarchical framework to move towards your vision. Imagine waking up feeling super refreshed, looking in the mirror and smiling at your body. This positivity creates intangible focus to start living the life you deserve. Aim for 7-9 hours of high-quality sleep per night with a consistent schedule. Start building awareness around your food choices by tracking your food intake for a week. Make a start by estimating how much you should eat using this [free online calculator](#). Using apps such as myfitnesspal can help you track your calorie intake to ensure that your eating enough to sustain your energy, or to reduce your consumption creating a calorie deficit to start losing weight. Ensure to consult with a coach to maximise your results as you may need specific guidance according to your individual needs.

PHYSICAL HEALTH

Along with sleep and nutrition there are two more critical areas of focus for longevity and quality of life. Exercise is crucial for cardiovascular, mitochondrial and immune function, and research suggests that strength training is one the best predictors of long term health outcomes. Build your way up to 2-3 resistance training sessions per week with one or more high-intensity interval sessions to improve your metabolic capacity. You don't need to spend hours on the treadmill, get out and do 45- 60 minutes of solid work and use a fitness tracker to average > 10,000 steps per day. To ensure sustainability in exercise and longevity in joints, I recommend implementing a form of mobility and breathwork sessions in once weekly. Exercise and movement help increase bodily awareness which in turn raises self-awareness, increasing your ability to monitor and regulate your emotions, putting you into a position to start working towards creating a Performance Through Health mindset. 'A fit body, a calm mind, a house full of love. These things cannot be bought – they must be earned'. Naval Ravikant. Take a look at the range of health coaching service I offer to support your transformational journey, by clicking [here](#)



A silhouette of a person with their arms raised in a 'V' shape, standing against a bright sunset over a city skyline. The sun is low on the horizon, creating a lens flare effect. The person is wearing a dark long-sleeved shirt. The city buildings are visible in the background, some with lights on.

2. WINNING MINDSET

Now you're making progress by reaching small micro-goals and forming habits around your health; you're in the position to create a winning mindset. The difference between success and failure, or even getting started is all in mind. How often do you talk yourself out of taking action on something that could make your life and those around you much better? Those who have a resilient, positive, growth mindsets can choose action over negative self-talk and realise that failure only exists if you're willing to give up. The Ego is the voice in your mind that wants you to keep safe by sticking to what you know. You are programmed through evolution to move away from that which scares you, often the unknown. The Ego comes from a place of scarcity while the Self is your potential should you choose to take action on your grand ideas with faith. Two of the most prominent mindset issues are scarcity and the fear of failure. Scarcity is the belief that there will never be enough, resulting in feelings of fear, stress, and anxiety stalling progress. An abundance mindset flows out of a deep inner sense of personal worth and security. Being grateful for what you have and learning to give, are the stepping stones to creating a PTH mindset—taking action without attachment to the immediate outcome is a way to break through your fears and transform your mind to succeed.

WINNING MINDSET

We all have fears, insecurities and limiting beliefs; they form from a young age. A PTH mindset creates the ability to take action despite your past conditioning. Fears are often concerns that objectively do not exist but instead are due to the perception of possible adverse outcomes that we can tackle using Cognitive Behavioural Therapy. When you step into your fears, you become braver, and your ability to take on more responsibility becomes more significant, giving life more meaning. Insecurities and limiting beliefs can be dissolved and integrated back into your life through action and positive reward. Performance mindsets are a thing of the past because they base on expectations that are often unattainable, leading to crippling self-judgment and perfectionism. Perfection is only in the eyes of the holder because no one knows your very standards. Aim for a growth mindset, with progress over perfection and you are more likely to sustain momentum and reach your goals. Proximity is power; you mirror the mindset of those around you, so be sure to be selective with your peers. Put yourself in a position to grow by spending time with authentic people who challenge you but ultimately want to see you succeed. Express yourself with truth and you'll start to attract like-minded people and begin to build a community that serves your life mission.



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3. NETWORK

When working through this framework people will be more attracted to you, and you need a team to succeed. The idea of the self-made millionaire does not exist. No one is successful in achieving their vision alone. Put yourself in the proximity of people who are already successful in your industry and have engaging conversations; it will have tremendous power on your social status. The higher your social status, the greater the potential for business and lifestyle success. You can learn the necessary social skills on my free podcast [here](#). Networking is key to your development because it offers you the opportunity to stay on top of the trends in your industry, meet prospective mentors, partners, and clients, and gain access to the necessary resources that will foster your success. There are three critical areas to ensure you meet high-quality people. *Be authentic* - vulnerability is a demonstration of authenticity, ensuring you attract similar people who have similar interests and will ultimately engage with your personality. *Be high value* - we rise by lifting others. *Be present* - observe what is happening in front of you, be decisive and demonstrate your listening by mirroring the language of others. Think of ways to contribute to those around you, doesn't have to be much - gifting your attention, approval, and appreciation are great ways to raise your value, be interested to be interesting.

NETWORK

Now that you have nailed the first areas, the third will come naturally. The final area to founding a robust network for you to lead towards your vision is your ability to build rapport. Trust is critical for long term relationships, and your ability to build trust rapidly might be the difference between getting into the proximity of an authority in your field or not. When you perform well-executed rapport development efforts, people will like you and pay attention to what you have to say. The fastest way to build rapport is through methods of demonstrating commonality, interest and understanding. People like others that they are similar too, or an ideal version of who they would like to become. Think role models. You can use modes of neuro-linguistic programming to build rapid rapport. Matching and mirroring body language, emotional states, vocal tonality and linguistic harvesting are all examples of how you can develop commonality. Choose to surround yourself with people who challenge you to raise your standards. Keep in touch by providing continual value to those who can support your mission. Build lasting friendships and reap the reward of proximity and reciprocity. Once you have started to develop your network and community, you can form the team necessary to fulfil your mission. Now all you need to do is lead that team toward your vision and empower them to their own victory.



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4. LEADERSHIP

So you've built great rapport with a group of like-minded people who trust you, now it's time to show them the way. Leadership is not a title but a combination of influence and behaviours that direct peers towards a common goal. That goal is your vision. In my opinion, leadership should be for the greater good, as well as for the betterment of the individual. Learning how to lead people takes time, but if you pay attention to those around you, they will provide you with enough information to which leadership style they respond to best. Different people and different situations require change in style, listen to the PTH podcast episode on leadership styles found [here](#). According to Chase Hughes, a world-leading behavioural expert, there are five principles to develop authority and fellowship from your peers. These are *confidence*, *discipline*, *leadership*, *gratitude* and *enjoyment*. Developing these five areas will ensure that people pay attention to you when you walk into a room and start talking. As you move up the PTH hierarchy and you build social status, people will be more attracted to your personality and your behaviours will become contagious. Development of self-discipline is key to leadership because if you haven't got your own life in order, then it's going to be evident to others and leak out subconsciously when you try lead.

LEADERSHIP

Developing your ability to be disciplined in your environment by keeping your house, room and work office in order is a great place to start. Others areas of your life that you should remain in order are your finances, physical appearance, time management and your emotional states in both social and professional situations. A good leader can handle tough conversations and show their real character when under pressure. Being self-aware and able to remain focussed when everyone else around you is falling apart is critical to your ability to guide others and direct towards a common goal. Good leaders know their vision and develop a strategy in their mission to move towards obtaining results while bringing others on a journey of growth and self-development. Only when you can lead appropriately are you able to be successful in creating the world you envision. If you think of successful leaders such as Steve Jobs, Martin Luther King, or Winston Churchill, these individuals have changed the direction of the world, creating a different culture for the betterment of humanity. To be a successful leader, you only need to change your world, for some that might be global shifting visions whereas for others that may mean leading your family to a healthy and happy life.



5. SHAPE YOUR WORLD

By now you've engrained the habits for excellence in health, providing you with the energy for success. You've moved into confidence and created a positive mindset while leading your hand-picked team to support your mission. Now it's time to hone in on shaping the world around you. All change starts with the individual. The vision you first formed will be a vague draft compared to the clarity you have now, on the change you wish to make. The work you have done on yourself by working through this framework is going to support and inspire those around you. Whether you wish to reduce world suffering as I do, take care of your family, or solve technological problems that will change lives, it all comes from the vision of one person. Look at Elon Musk, for example; he is shifting how the world views the car industry, fighting back against AI and attempting to build a civilisation on mar. As crazy as that might seem, with the right vision, mindset, and network of people, you really can become and achieve what you visualise in your mind's eye. Human beings are information-processing machines that turn the unknown into the known bringing material tools into existence through a higher level of consciousness. You can bring heaven to earth with continual action and not accepting anything less than moving forward even if that means stumbling. As long as you're willing to make the sacrifice, learn to burn off parts of you that don't serve your mission and find the right mentor that will continually raise your standards - you can achieve anything.



CHAOS & ORDER

Throughout this book, we have discussed ways to level up in life and take action to build a positive life experience based on your vision, mission and purpose. However, it would be naive not to mention that chaos is always round the corner. At any point in your life, no matter where you are in the PTH hierarchy, mayhem can and will appear. Life is suffering; you are going to lose family members, lose your job, fail and have a relationship come to an end. You will feel like you've hit rock bottom. The idea of my coaching framework is to provide you with the tools necessary to move away from suffering into self-empowerment. Each time you move up or down the hierarchy, you are going to build resilience, and you will become braver. You cannot predict when the flood is coming, but you can prepare yourself by learning the disciplines and behaviours required to turn chaos into order by taking action. Go back to focusing on yourself, health, mindset, connections, and follow this pathway to meaning. For if you have faith, believing not just in yourself but also in your higher SELF by creating a mission that is for the betterment of the world at large, then everything is happening for you, and not to you. It's through these challenging life lessons that you grow. If you hit rock bottom, go back to the start of this book and start again. Ask yourself "What is this lesson showing me that I'm missing" and the answers will come. It's all in the journey of life, and you need to learn to adore chaos because we as humans love to produce order.



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LIVING IN PURPOSE

If you asked me a few years ago whether I was living my purpose, I wouldn't be able to give you an answer. However, moving to the other side of the world alone, and battling my demons has led to somewhat of a phenomenal transformation. At one point in my life, I was so down that I was considering whether living was even worth it. Today, I align with who I truly am and feel as if I'm living my purpose and moving towards my vision with a mission to inspire and educate over one million of you to live healthier and more fulfilling lives. This change is something that I can only describe as Psychological Alchemy. Alchemy is an ancient philosophical study turning base metals such as lead into gold. Looking beyond the materialistic viewpoint and into the allegory of alchemy, we begin to see the psychological significance of finding your gold, the elixir of life or purpose. Throughout history, both the sun and gold have symbolically represent God. To walk with God means to be aligned with your purpose and the meaning of your existence. To discover your purpose, you need to work on uncovering your base metals and use the magic within to create transformation. These base metals are your values, vision and life mission. Your values shape your perceptions and structures your reality, while a vision gives a sense of direction to move towards; finally, your life mission gives a sense of meaning and a worthy existence. The combination of all three through the power of action transform your lead into gold, leaving you feeling connected to purpose. Take action today.



SINCERE GRATITUDE

Gratitude is one of the most powerful and transformative personality traits and emotions one can practice. Whenever I feel stressed, down and challenged I always go back to one of my favourite Tony Robbins quotes - *"Turn your expectations into appreciations and watch your world change in an instance"*. Practice gratitude daily by being more thankful to those around you, and noting down the small things that make your day just a little bit better. So that brings me to you, the reader of my gift. An outline of what I believe is taking ownership of my own individual sovereignty and raising my standards to fulfil my life mission and move towards my vision. So thank you, thank you for making it this far in reading this book and thank you for the support each of you has given me by investing your time through reading. Your time is valuable, and for that, I want to give back and support you on your journey. Head over to my website www.performancethroughhealth.com or alternative click [here](#) to book your complimentary coaching call to get you started on the road to mastery. Raise your standards today, yours sincerely.

Martin J McPhilimey



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