



Meredith Kessler will be heading to Ironman Canada, along with several other purplepatch athletes, aiming for a great performance

**purplepatch** noun: A period of excellent performance, work properly, and is in perfect balance. Everything it seem like you cannot do when nearly everything seems to go right, seems to fall into place and flows, making anything wrong.

## Embracing the journey - how patience, a good plan and consistency always win.

I want to tell you a story of the journey of a purplepatch professional, not to put a spotlight on his success, but to display the importance of planning, patience and consistency in achieving success in your fitness and sporting goals. The professional athletes are competing at the pinnacle of sport, and my purplepatch athletes are in the middle of a banner year, but many of these results have not just arrived through a little training and a touch of luck. Each athlete is an individual, with different needs, and the journey of James Cotter is something we can all learn from and aspire to - whatever our level.

**Mid-2009:** I began coaching James in May of 2009, and he arrived in a similar place as many of the other professionals I see: very talented, training extremely hard, but getting limited results (rarely broke into the top 5 in major races). This does not make it easy for a 'starving-artist' professional, who relies on results to put food on the table! James was clearly talented and fit, but he was tired. He was a great swimmer and runner, but consistently lost time on the bike, leaving him down the finishing order at the end of races. He needed to improve his biking, his speed and his belief he belong in the top tier. My first training plan for James lasted 10 days, and was simple to remember, I told him to go on vacation and do nothing - he had to heal! We then began planning a 12 to 18-month journey to find performance. Looking at his previous training plans, I saw he was neglecting key components, pillars of good performance. He was not metabolically healthy, he neglected nutrition, was not functionally strong and trained too much to enable recovery.

**The Plan:** Much of what we did for James in 2009, was to set up 2010. Our first priority was to reverse the damage he had inflicted on his body with his prior, big training program. We then incorporated a full functional strength program to enhance body awareness, synchronization and improved power production (thanks [www.fitnessanywhere.com](http://www.fitnessanywhere.com)). The final components were to ensure drop his total volume of weekly exercise/training, and create a progression of training to improve fitness, then strength and power, and finally speed. We knew this would take a while as nothing can happen overnight. We also understood that the benefits would *only* occur if we supported his training with proper timing, quality and quantity of nutrition.

**Short-Term Results:** I find that the pattern is nearly always the same when creating a complete overhaul on approach; a period of euphoria and increased energy, then a long slog of slow improvements that can lead to frustration, and finally a breakout of performance that validates the process. The toughest component of this process is the middle phase - the slow improvement. James had several things on his side that would ultimately serve him well. He had a strong understanding and belief in the program; he was willing to follow the program throughout the process, and he was able to be consistent in his training. At first we saw all the positive signs we hoped for, including improved energy and higher performance markers in training, but his racing performance did not improve significantly. This was expected. After all, elite performance can not be created instantly. We had to *allow the process* to happen. The frustration in this phase of the plan is understandable, James could see his

peers hitting the podium all around him, and despite best efforts he still fell short. Is he really good enough to call himself a pro? A question he continually asked himself through 2009.

**2010 - The Breakthrough:** This season began with continued hard work and progression of the plan. The type of training James could complete was way in advance of 2009, a result of the training (and recovery) he completed in 2009. I felt he was ready to arrive, and even mentioned it in a newsletter a few month ago, telling readers to keep an eye on the kid from Texas! The breakthrough came. In his last five races James has not finished outside of the top 5, with a 3rd, 2nd, 5th, 4th and the pinnacle - being crowned champion of Steelhead 70.3 in July. But he's not done yet! He is now in a place to take the next step in his evolution and continue his progression from potential to execution.

We can all learn from his journey. For you to find your performance, it will not happen by random planning and inconsistency. It also will not happen without a few road-bumps and frustrations along the way. It takes having a roadmap (plan) from where you are now to where you wish to go, so that you can stay on track; it takes a lot of patience to do the small things now that create the big results later; and it takes consistency in your efforts to really benefit from the process.

Most of all, it takes passion. You have to love the process and love your sport. If you can find enjoyment and fun, then the results will come and continue to come. Roll on Mr Cotter!  
<http://jamescotter.blogspot.com/>

[www.run2become.com](http://www.run2become.com)

## Run a marathon with Matt Dixon!

Always thought marathon training means injury?

Never thought you can really *train* for something?

Don't have time to train for a marathon? Not good enough for real coaching?

THINK AGAIN! Follow the training principles that led the purplepatch professionals to over 30 podium finishes in 2010 so far. For more information email [willow@run2become.com](mailto:willow@run2become.com)

**run2become** powered by purplepatch California International Marathon and Half Marathon. Training begins August 23, 2010



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**CHRIS LIETO**

2nd place at the 2009  
Hawaii Ironman World  
Championships  
[www.chrislieto.com](http://www.chrislieto.com)

**Chris Lieto heads to Mammoth**

With the Hawaii Ironman World Championships just a couple of months away, Chris Lieto is already up in Mammoth, our favorite training destination, to prepare for the big day. The altitude is one benefit to Mammoth, but there is more about the setting that makes it ideal for Chris. Once again, we have teamed up some of the top US elite runners, including Ryan Hall and Josh Cox, to create a challenging and motivating environment. We also get to utilize the extensive networks of lakes for open water swimming, and varied terrain for riding. It is a perfect situation for training, which we will then replace with the humidity and heat of Hawaii itself in mid-September. Our mission remains the same: Combine specific training with plenty of recovery to deliver Chris to the starting line in Hawaii in the best shape of his life. Plenty can happen on race day at the Ironman, but we do know that Chris is a better athlete than in 2009, and we cannot ask for more. Check back next month for a full preview of purplepatch athletes heading to the Hawaii Ironman World Championships, and follow our training reports on twitter - [www.twitter.com/purplepatchfit](http://www.twitter.com/purplepatchfit)

**The Coming Month - a few things to look out for!**

**Ironman Canada:** We have several purplepatch athletes heading north for Ironman Canada, August 28, 2010. Leading the way for the women will be Meredith Kessler, who will be looking to add to her startling list of results in her first year as a professional. We will also have Matt Lieto and Rob Johnson representing the men, both ready for breakout performances.

**TRX / purplepatch running programs:** This month purplepatch is partnering up with TRX ([www.fitnessanywhere.com](http://www.fitnessanywhere.com)) to launch training programs for running. Not only will these guide you safely toward your half marathon or marathon goal, but will have TRX training integrated into the plan to ensure you improve your functional strength while running. Lots more to follow here, so keep an eye on the website, and look for updates on twitter.

**Linsey Corbin:** Pick up a copy of **Inside Triathlon** magazine this month. The front cover and associated story tells the story of purplepatch pro Linsey Corbin, and her journey from fatigue to Ironman Champion - it is a fascinating read.

The best way to keep up with daily and weekly news is through the purplepatch twitter account - sign up now: [www.twitter.com/purplepatchfit](http://www.twitter.com/purplepatchfit)

**Napa Coaching Experience with Matt Dixon. September 18-19, 2010**

Join Matt Dixon and the purplepatch professionals for two days of riding adventure on the most beautiful roads of Napa. It's the perfect time to visit Napa, and it will be a great weekend of coaching, socializing and education. Throughout each ride you will be supported by full SAG (support and gear), while being coached by the purplepatch team on pedaling technique, climbing, descending etc. We will also include an seminar on performance and nutrition to close the circle on information and knowledge you can take home and implement into your fitness routine and training.

Of course, no purplepatch experience is complete without great food and friends - so we will have a big group meal together on Saturday evening, before heading back out Sunday for round two of the riding. More details at:  
[http://www.purplepatchfitness.com/purplepatch\\_fitness/purplepatch\\_Adventure.html](http://www.purplepatchfitness.com/purplepatch_fitness/purplepatch_Adventure.html)



TRX ([www.fitnessanywhere.com](http://www.fitnessanywhere.com)) - an essential tool for the purplepatch professionals. Take it anywhere to maintain one of your pillars of performance: functional strength.

**purplepatch - in brief**

**It Takes a Revolution** - Tyler Stewart returns with the very special 4 hour and 47 minute charity ride, this time bought to you with fellow purplepatch pro - Meredith Kessler. All proceeds go to charity.  
<http://www.ItTakesARevolution2010.com/ItTakesaRevolution/Home.html>

**Run a (half) Marathon with Matt Dixon** - It's almost fall, a time to run and a perfect time to challenge yourself. [www.run2become.com](http://www.run2become.com) is your chance to join Matt Dixon and take on a (half) marathon. The program is designed for time-starved people of every level, who wish to run while staying healthy and living a life! It all begins this week - so check it out now!

**Tuscany 2011** - Tuscany 2011 - A week of riding, education and relaxation in Tuscany, with five-star coaching, lodging, food and wine - what better way to spend your summer vacation?! We have added a 'partner-package,' so if you have a companion who would like to join but doesn't want to ride, we have a great set of options for him or her. The trip is almost sold out, so don't hesitate. Details at the website.

**TRX-Matt Dixon Running Drills:** Matt Dixon has teamed up with [www.fitnessanywhere.com](http://www.fitnessanywhere.com) to bring a series of educational running drills, designed for you to include in your weekly running schedule - Learn more at the TRX community:  
<http://community.fitnessanywhere.com/blog/2010/06/30/ready-to-run/>

[www.purplepatchfitness.com](http://www.purplepatchfitness.com)  
[www.runtobecome.com](http://www.runtobecome.com)