

The Athletic Rebuild Framework

The exact system Coach Tyler used to drop 1:18 off his marathon on the same course in under a year — and what he uses with every athlete he coaches.

3:27

MARATHON PR

1:18

FASTER. SAME COURSE. UNDER 12 MONTHS.

100%

CLIENT PR RATE

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THE CORE PROBLEM

Why Former Athletes Stay Stuck

Most former athletes don't have a motivation problem. They have a system problem. When you played sports, you had a coach, a program, a season, and teammates holding you accountable. That infrastructure made training automatic.

Now you have a gym membership, a YouTube channel, and a lot of guilt. That's not a training plan — that's a recipe for inconsistency.

— No real program

You show up and figure it out. No progression, no structure, no purpose behind any of it.

— Training for the wrong goal

Burning calories instead of building performance. Athletes train to get better at something.

— Zero accountability

No coach. No team. No consequences for skipping. The competitive edge disappears quietly.

— Generic content

Programs built for beginners don't match how a former athlete thinks, moves, or responds to training.

— Identity drift

The gap between who you were athletically and who you are now becomes quietly paralyzing.

If any of that landed — this program was built for you.

The Athletic Rebuild

12 weeks. 1-on-1. Built around your athletic history.

Every athlete coached has hit a personal record.

APPLY NOW → alwaysreddyathletics.com

Applications reviewed personally by Coach Tyler. Spots are limited.

THE FRAMEWORK

The 4 Pillars of The Athletic Rebuild

Every athlete I coach goes through the same four-pillar system. These aren't just training categories — they're the four things that made you great as an athlete the first time. We rebuild them in order.

01

STRENGTH

Progressive overload built around your schedule and athletic baseline. Not fitness — performance. You train to get stronger week over week with a plan that actually progresses.

02

CONDITIONING

Speed, endurance, and power work that makes you feel like an athlete again. Not cardio for the sake of it — athletic conditioning with a purpose behind every session.

03

MOBILITY

Joint health and movement quality that keeps you training hard for decades. This is the pillar most former athletes skip — and the one that ends careers early.

DISCIPLINE

Real accountability. Weekly check-ins, form reviews, and a coach who calls it when you're slacking. The same structure that made training feel effortless when you had a team.

THE ROADMAP

Your 12-Week Journey

Three distinct phases. Each one builds on the last. By week 12 you won't just be in better shape — you'll have rebuilt your athletic identity from the inside out.

PHASE 01 · WEEKS 1–4

Foundation & Assessment

Honest data first. Movement patterns, strength baselines, conditioning levels. We build the map before we start the journey. No ego — just a clear starting point.

PHASE 02 · WEEKS 5–8

Load & Adapt

Progressive overload meets athletic conditioning. Strength climbs, conditioning improves, and the competitive edge starts coming back in a way that's hard to ignore.

PHASE 03 · WEEKS 9–12

Peak & Perform

You've built the base. Now we push. Performance tests, personal records, and a clear path forward beyond week 12. This is where athletes say "I forgot I could feel like this."

START TODAY

3 Things You Can Do This Week

You don't need to wait for a coaching program to start moving like an athlete again. Here are three things that cost nothing and make a real difference immediately.

1. Track one metric this week.

Pick one thing — a lift, a run time, your resting heart rate. Write it down. Athletes track performance. The act of measuring something changes how you approach it.

2. Add structure to one session.

Don't just "go to the gym." Write out what you're doing before you walk in. Sets, reps, order. Structure is what separates training from exercise.

3. Do 10 minutes of mobility every morning.

Hips, thoracic spine, shoulders. Before coffee. Non-negotiable. Most former athletes carry years of desk-job tension limiting their performance without realizing it.

This guide is the framework. The Athletic Rebuild is the full build.

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