



My Journey to Health Coaching

It's truly not as difficult as you may think to take charge of your health, fitness, and longevity goals. Freedom from negative health and a reliance on prescription drugs can often be found through good nutrition and lifestyle practices.

Sometimes we try but fail

I spent the majority of my free time during my adult life training or in the gym. I am a lifelong martial artist and was the owner operator of a martial arts school for 8yrs. I have always worked to have a healthy active lifestyle. I attempted to manage weight and conditioning through high intensity training while following the Standard American Diet (SAD). For many years I supplemented the martial arts training with running or cycling long distances at high intensity. I remember always feeling if I didn't work hard there would be no benefit. I worked out to eat what I want without concern of gaining weight. I was oblivious to any related health risk. This produced a highly stressful, chronic cardio lifestyle with poor dietary and lifestyle practices. Not to mention, as I aged the weight gain came regardless of the amount of exercise I did. The weight gain was not excessive by most conventional standards but I could never recapture my previous results and the training became progressively harder as I aged.

During that time I witnessed my high blood pressure increase and to my ultimate surprise learned I had cancer.

I was diagnosed in Aug 2013 with bladder cancer. I was devastated to find I had a tumor... I truly believed my lifestyle was healthy. Being a father of two young daughters, I wanted to always stay active and live healthy to be a good role model for them and to be there throughout their lives. I could not get my head around the fact that although I was doing what had always been taught to be healthy, I was not...

At that time, I had no idea the impact I was having on my body following such a stressful eating and training regime.

I stopped running due to having a gut feeling that to continue would make things worse.

The cancer was treated through surgery and has not returned to date.

I used to not think about what I was eating, believing resistance training and long duration high intensity cardio exercise was all I needed...

I began an inside out approach to see what I could change to ensure the cancer did not come back and to deal with the blood pressure concern that had been with me for years.

I started to "eat healthier", with a renewed focus on eating throughout the day, consuming plenty of fruits and whole grain foods, reduced fats, especially animal fats, replacing them with recommended processed vegetable oils. I began to take supplements I thought would help general health.

During that time, regardless of my best efforts I was seeing my weight continue to increase and not only that my energy levels were incredibly low. I remember routinely coming home after work with the plan to train but needed to nap first.

Giving up is not an option

I was frustrated that dietary and exercise advice I was following were not helping. I wanted to get back to running.

I began to run again in 2015 but not as seriously regarding pace and distance.

I intuitively felt it would be better to follow a moderate training pace more often but did not have the information or education to help me at that time. So, for over a year I ran virtually every day but at less intensity and generally shorter distance.

After the cancer diagnosis I wanted to focus on health and longevity. I do not want the cancer to return. I felt pretty good during that phase but without realizing it my weight was creeping up. I had settled into a pattern of keeping "fit" but watching my weight management efforts fail, as well as overall health and well being.

Introduction to Primal Health

In Feb 2017, a colleague of mine mentioned listening to the Primal Endurance podcast featuring the Maximum Aerobic Function (MAF) system of cardio training. I listened, and listened and listened...

From that point forward I have listened, read and learned as much as I can about Primal living. I have listened so much to Brad Kearns that his voice and Mark's message has become imprinted in my DNA...lol.

I immediately reduced carbs by eliminating sugars, and all grains. I also quickly worked to eliminate refined oils. I modified my training to stay within my maximum aerobic function heart rate for almost all runs and reduced the amount of running and resistance training, allowing for more rest and recovery. I became fat and keto adapted.

I went to see my doctor Aug 2017 for full blood work and annual physical. I had lost 30lbs since I had seen him last. My blood markers were excellent and I did not need to continue blood pressure medications.

I continued to be devoted to learning as much as I could about primal living and ancestral health. I decided to enroll in the Primal Health Coach Institute certification program in Feb 2018 and became a certified Primal Health Coach after successfully completing the program August 7, 2018.

I am extremely motivated to share the information I have learned, spreading the message, Primal aligned living can lead to exceptional health, fitness and longevity.

I intend to coach as many people as I can for many years to come.

Through the amazing support of the Primal Health Coach Institute, I will continue to improve my education and health.

Excellent health and longevity can be found through primal living, not through the SAD diet and chronic exercise patterns, regardless of your age or fitness goals.

I hope to inspire, encourage and educate as many people as possible, regardless of age or perceived limitations.

I am another example that you can take charge of your health and longevity and win. Especially those who have tried and failed over and over again. Lets stop the cycle together. I would love to share my knowledge and passion with you!



Vern Gorman

Primal Health Coach