

FINDINGS OF AN ULTRA MARATHON CHAMPION

3

**MARATHON
MURDERING
MISTAKES**

**NO RUNNER
WOULD DARE
TELL YOU**



Runners Inc.

DID NOT FINISH

Dear Marathon Runner,

No PB or even worse, a DNF. You don't want that behind your name on a results page of your target race. Let me show you how to avoid EVER having this dreaded abbreviation associated with your name.

Instead, let's crush your PB's this year!

Are you looking for ways to improve your fitness, stay injury free and be your best when race day comes?

Or how would you like to cross that finish line with a big smile on your face, knowing that you gave it your all, that all your training really paid off?

If you're interested in any of these scenarios then this will be the most important information you will ever read.

Here's why: I want to share with you what I believe to be the greatest secrets in all of marathon running. When you use these strategies, you will start your marathon with confidence, ready for the task at hand. Eager and willing to give it your all.

These are proven strategies that have been used in countless marathon (and ultra-marathon!) races worldwide. Responsible for race wins, injury-free preparation and fitness beyond what you think is possible now.

These 3 strategies will also allow you to enjoy your training and racing, while others will be struggling and wonder about how strong you're running, all smiles when you cross the finish line.

HOW DO I KNOW?

Because I see marathon runners **making the same 3 mistakes over and over again...**

And with that their hope for a personal best time goes up in flames...

After 15 years of ultra running, having logged over 60.643 training km's and winning championships and ultra marathons all over the world I learned a valuable lesson:

Mastering the craft of *knowing that you'll reach your goals* instead of *hoping*.

International renowned ultra-marathon's like the 'Spartathlon' in Greece -covering 246 km in one day from Athens to Sparta- taught me all there is to know about training and racing. All while being a father and working a full-time job.

Trust me: I have been there...

These strategies work for me and for hundreds of runners I nowadays train and coach worldwide. And now, I am here to teach you how not to make the same mistakes.

If you're ready to discover the best kept secrets of marathon running -the secrets that will help you reach your marathon goals and dreams- then keep reading.

MARATHON MURDERING MISTAKE #1

Unstructured Training
And No Personal
Definition Of
Intensity.

EASY RUNS ARE OFTEN TOO HARD AND HARD RUNS TOO EASY

Without an understanding of how intensity relates to you personally and your training, easy runs often become too hard and hard ones are just not hard enough.

The quality of your training is not measured against how hard you train, or how fast you run. Quality is a result of race type, race goals and how that relates to the training required to set that new personal best time or finish your marathon.

Your personal training zones will help you understand and commit to the training that you're supposed to do. To make your race a success.

And stay injury-free.

Key components to improve your fitness are frequency, duration and intensity. Frequency and duration are easy to understand. Right? Training intensity may be a bit trickier to understand. How hard is hard? And why should you care?

Here's why: you want to finish your dream race in the best way you possibly can. Do everything within your power to maximize your training, to be prepared. You want to enjoy every step of the race. Be. Your. Best.

RECOMMENDATIONS FOR PERSONAL TRAINING ZONES



Training smarter, not just harder

1. **Define your personal training zones with the help of an easy field test.** This simple 30-minute test will help you define your heart rate and corresponding pace zones. In this way 'intensity' is clearly defined. This test should be performed during 30 minutes, no stops and on a relatively flat course.

Test protocol:

- ✓ Prior to starting the test, warm up for at least 10 minutes (go easy!).
- ✓ Run for 30 minutes continuously. Go all out, but pick an effort that you can maintain (don't want you to dramatically slow down or speed up).
- ✓ If using a heart rate monitor: note your heart rate at 10 minutes, 20 minutes and at the end of the test. Take the average of the three measurements.
- ✓ If using a device that measures pace: note your average pace for the full 30 minutes. Your average pace is your pace at lactate threshold.
- ✓ Once you are finished, cool down easy by jogging or walking.

The average heart rate that you observed during your test is a good estimate of your lactate threshold heart rate (LTHR). Lactate threshold is the heart rate above which your muscles will start to feel heavy and your breathing becomes heavy.

Executed the test? Got the results?

Wondering how to define your personal training zones based on this information?

Let me assist you. It's free! Just email your findings to me (jeroen@runners-inc.com) and I'll create your personal training zones for you.

Your personal training zones will enable you to train smarter and increase your running performance beyond what you think is possible now. Guaranteed.

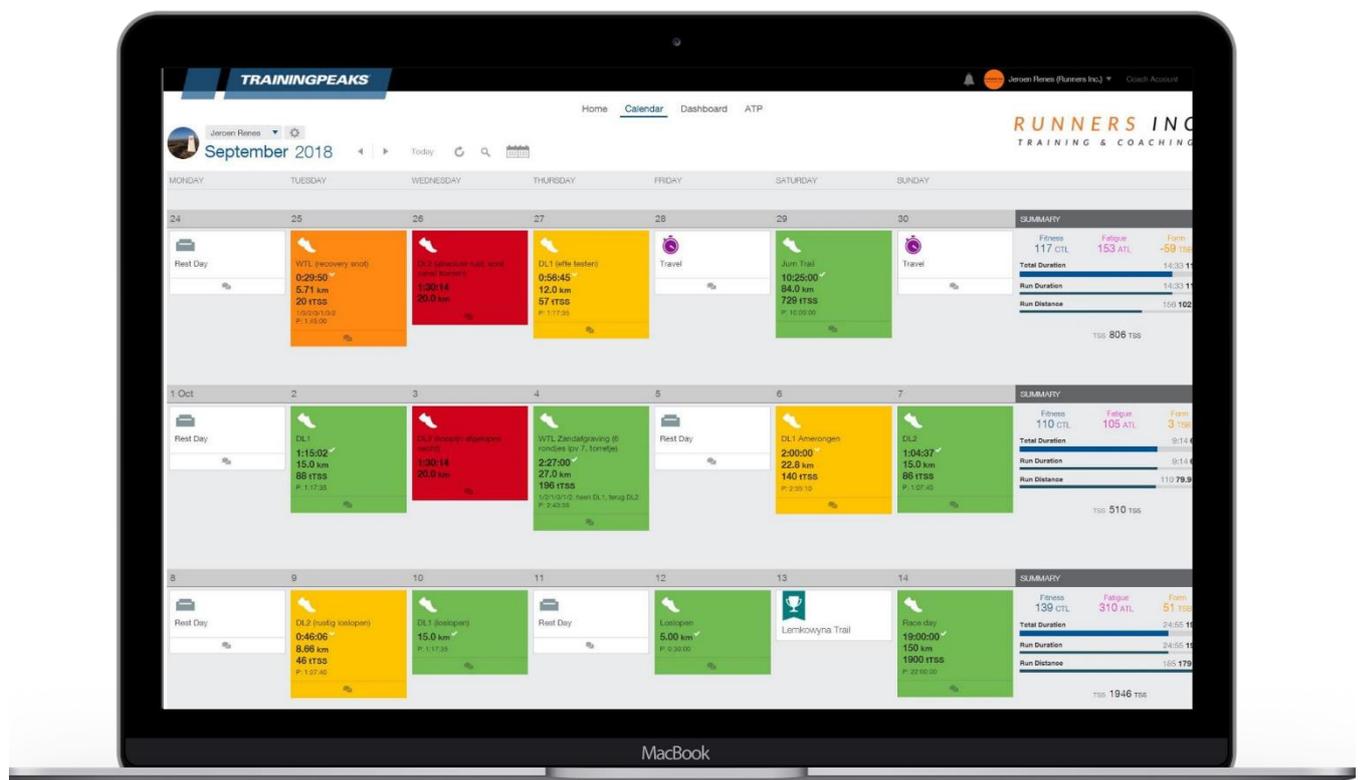
There's no hidden cost or obligation to work together. I just want to share some of my knowledge and experience with you for a sport that we are both passionate about.

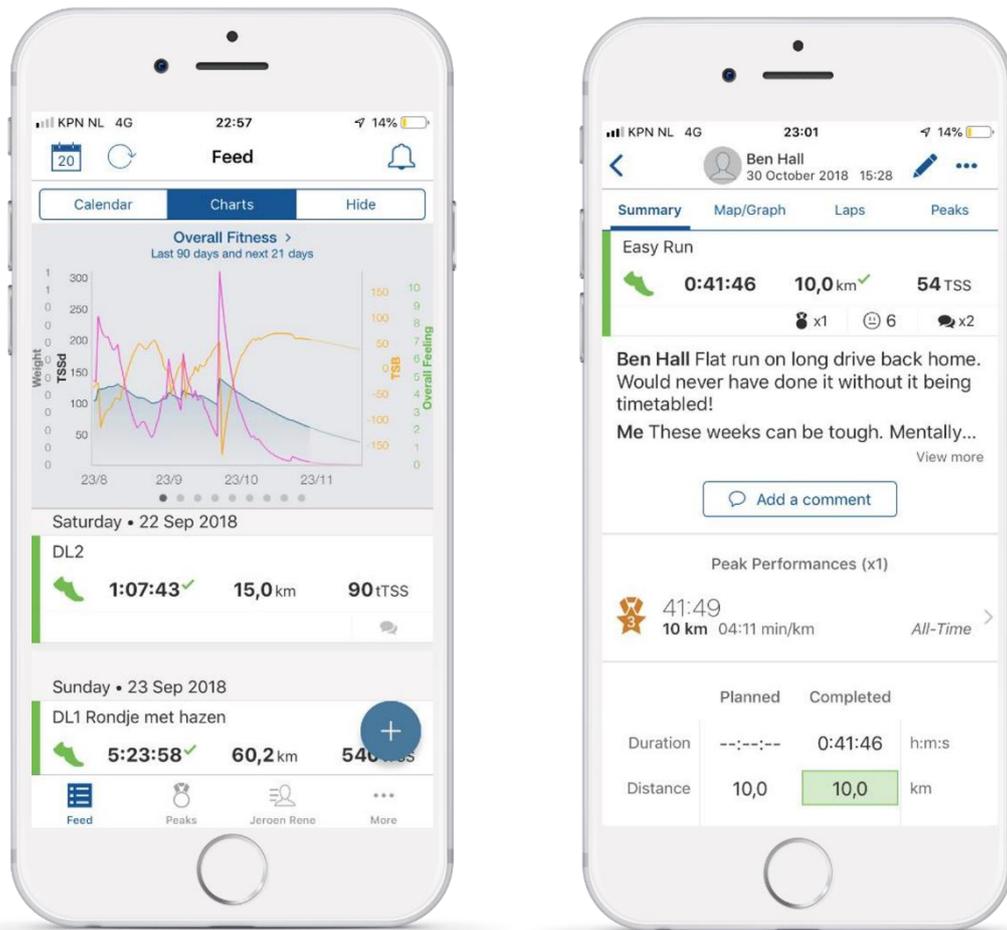
2. **Use the technology that is available to structure your training.** You will find it easier to find a balance between training – work – personal life. Keep improving yourself based on well-informed, data driven decisions, not just gut-feeling or “because your training plan says so”.

The TrainingPeaks platform is perfect for this. It is used by Tour de France cycling teams, elite Iron Man and (ultra) marathon athletes worldwide. Athletes and coaches rely on getting the results in, using TrainingPeaks to keep track of fitness, form and fatigue. All based on an interactive training calendar and scientific based insights like the Performance Management Chart.

Let me share some of my personal training information with you...

If you look really closely, you’ll actually be able to see my last 3 weeks of training for a trail ultra-marathon in Poland! 😊





This is the type of structure and information that will make you a successful marathon runner. Whatever the goal is that you are pursuing: setting a PB, winning or finishing happy and having fun. Structured training will keep you injury-free and ready to go.

SEE YOU THERE!

MARATHON MURDERING MISTAKE #2

Bad Fuelling
Or No Fuelling
At All.

DON'T START YOUR RACE IF YOU HAVEN'T PRACTISED YOUR FUELLING STRATEGIES

"Where did my legs go?"

"Why are my energy levels so low?"

"Why do my legs feel soooo heavy!?"

Does this sound familiar?

Often this has nothing to do with starting out too fast. Or the toughness of the course. It's you. Not taking care of yourself. If you don't put petrol in the tank, your engine will stop.

Period.

How to fuel yourself to improve performance? How to improve your endurance for running a marathon?

There's a dose relationship between exercise duration, intensity and carbohydrate intake. If exercise is longer than 2,5 hours, higher carbohydrate intake will improve your performance.

Big time.

Don't be fooled by the cynics. Claiming that it has no effect or is just a commercial trick.

No, this statement is backed up by hundreds of scientific studies. There is proof and actual results to back that statement up. And you can benefit from this. Finishing stronger than ever before.

But which carbohydrates and how many is enough? And how to prevent stomach problems? Let me share some of my personal insights with you. Again, this is backed up by professors and scientists that did their homework: higher carb intake improves performance for endurance athletes.

CARBOHYDRATES THAT WILL SKYROCKET YOUR PERFORMANCE

Multiple transportable carbs have higher oxidation rates. In other words, they will offer you energy fast. Keeping your muscles fuelled and your body roaring with energy. Improving your performance, keeping energy levels high, crossing that finish line feeling GREAT.

But how do you recognize these magic carbs? Easy, it's an optimal carb mix that consists of:

- maltodextrin and fructose, or
- glucose and fructose

For marathons 60 – 80 grams of carbs per hour is advised to improve performance. Finish strong. Please note that your body can only store 60 grams of maltodextrin or glucose, so the remaining grams needs to come from the other carbohydrate: fructose.

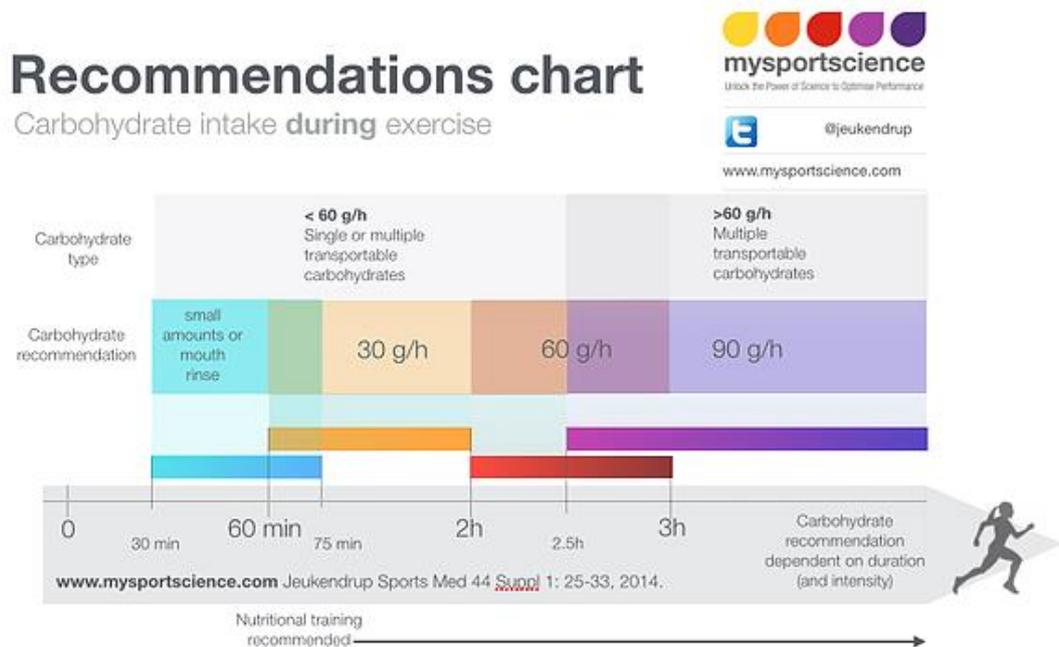
RECOMMENDATIONS FOR CARBOHYDRATE INTAKE



Mastering fuelling strategies for marathon runners:

1. **Are you already taking gels, energy bars or energy drinks?** Check the ingredients. What type of carbs are in there? Often, it's just one carb and not the optimal mix (which is more expensive).
2. **How many grams per hour are you actually taking in per hour?** During your longer training runs or when racing? You may think you're taking enough, to find that you're taking in only a fraction of what is needed to be your best. Write it down. In detail. During your 2+ hour training runs: how much do you drink, what do you eat and how many carbs is that in grams, per hour? Remember: you're aiming for 60 – 80 grams per hour!

3. **There's a relation between grams per hour and the duration of your exercise.** Below table offers guidance in deciding on your fuelling strategy.



4. **Check out Asker Jeukendrup's website Mysportscience.com!** It offers you a wealth of information on the latest scientific studies and practical applications for marathon and ultra marathon runners.
5. **Train, train, train. Train your stomach and muscles.** To even be able to absorb this good stuff, you will need to practise your carb intake. It's of no use to just start throwing in carbs on race day and expecting that your muscles and stomach know what to do with them. Not a chance. Your muscles will have no absorption capacity and your stomach will probably turn against you. Leaving you by the side of the road. Running shorts down...
6. **Make it personal.** Every training run longer than 2 hours: practise. Practise with food and drinks. Anything that delivers you the optimal carb mix and the required amount of carbs. Fuelling for runners is very personal. Make it your goal to have your personal fuelling strategy ready before the start of your race.

GET YOUR FUELLING STRATEGY RIGHT. YOU'LL BE FLYING!

MARATHON MURDERING MISTAKE #3

Lack Of
Or No
Race Day
Preparation.

KNOWING WHAT'S REQUIRED TO GET THE JOB DONE

Reaching your running dreams and goals is about nutrition and training. Yes. But that's not all there is to it...

If you want to become fitter, faster, have fun, be more confident about your running and stay injury free, then there's one last secret I want to share with you: **it's about the details. The stuff that 99% of the other runners don't know about or just simply ignore.**

Being ready for your marathon, 200% prepared and totally 'in the zone' requires you to be prepared for whatever the race is going to throw at you. Or the weather. Your stomach. Your legs. Think about it.

How are you going to deal with setbacks because you've reached a mental low in the race? Are you going to be in panic when a storm break loose? What if you feel sick? What running gear are you required to bring? What if...

Have a plan. Take your marathon as the starting point and think of what gear, nutrition and training is required to get the job done.

Think about it: what will your last few days before the start look like? Will you be resting all day? Still training? When will you pack your bags? When will you buy the stuff that's still missing? Will you go to bed earlier, so you are well rested? Will you stop drinking coffee in order to have the caffeine gels really kick in when you need them?

THERE ARE TONS OF DETAILS THAT DEFINE THE SUCCESS OF YOUR MARATHON. THE NEXT COUPLE OF DAYS I'LL SHARE MY PERSONAL RACE PREP PLANNING WITH YOU.

IF YOU WANT TO BE SURE THAT YOU RECEIVE THESE VALUABLE TIPS & INFO, MAKE SURE TO ADD JEROEN@RUNNERS-INC.COM TO YOUR CONTACTS .
(DON'T WANT THIS INFO TO END UP IN YOUR SPAM!)

OH, AND THERE'S 1 MORE THING I WANT TO SHARE WITH YOU...

HURRY! SPOTS ARE LIMITED!

**CLAIM YOUR NO-OBLIGATION 30-MINUTE
MARATHON COACH SESSION NOW AND
GET YOUR € 137 PERSONAL TRAINING PLAN FOR FREE**

WARNING Before you claim your free coach session you must understand that this is only for marathon runners that are serious about being their best on race day. You have registered for a marathon and want to focus on achieving a personal goal.

We'll share our knowledge and expertise for free with you, but we need your commitment and dedication. If you're not ready for that please don't waste your and our time. But if you are ready to take your training to a new level and crush your P.B's this season, book your FREE marathon coach session now.

By the way, we recommend you book quickly. Our coaches only have a limited number of slots available for free sessions each month and there're filling up fast...

Here's what to do next:

First, you'll need to register by clicking the button below. Don't worry, it's simple and we'll not spam you (we hate that too!). We just need to know your target race, personal goal and how to contact you. After your application we'll contact you to schedule your coach call (Skype or Google Hangouts).

Thanks for spending some of your valuable time on reading this document and I look forward to doing everything within my power to make your 2020 marathon season a success!

To your successful finish,



Jeroen Renes
Founder & Head Coach
Runners Inc.

GET A FREE 30-MINUTE MARATHON COACH SESSION

(Be quick! FREE spots are almost gone this month!)