

FIT BODY BOOT CAMP

TRANSFORMATION CHALLENGE

6 - Week Summer Challenge

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WE ARE NOT DOCTORS

As with any diet and exercise program, you should consult with your primary care physician (PCP) before starting the Fit Body Transformation Challenge. The challenge is intended to supplement - not replace - medical care or advice as part of a healthy lifestyle. All challenge information, including information you receive from your coach, should be used in conjunction with the guidance and care of your PCP. We are not medical professionals, and the challenge is not designed to treat or cure any health conditions. If you do not feel well at any point during the challenge, STOP and contact your PCP immediately.

BREASTFEEDING

If you are breastfeeding, please let your coach know so s/he can increase your daily calorie budget to ensure you maintain your milk supply.

PREGNANT

If you are pregnant or become pregnant during the challenge, we do not recommend following the Fit Body Nutrition System without consulting with your PCP for his/her nutrition guidance.

FORGET EVERYTHING YOU THINK YOU KNOW ABOUT LOSING WEIGHT

The truth is, losing weight is simple, but it's not easy. If it was, everyone would be fit. The problem is, too many gyms treat diet and exercise with a one-size-fits-all approach and wonder why people struggle to get healthy and see lasting results.

At Fit Body, our goal is to help you break the cycle of losing and gaining the same 10 pounds over and over again by helping you **change how you think about weight loss**. With this challenge, we're going "back to basics" with your nutrition to help you finally achieve your weight loss goals (and lifelong good health) once and for all.

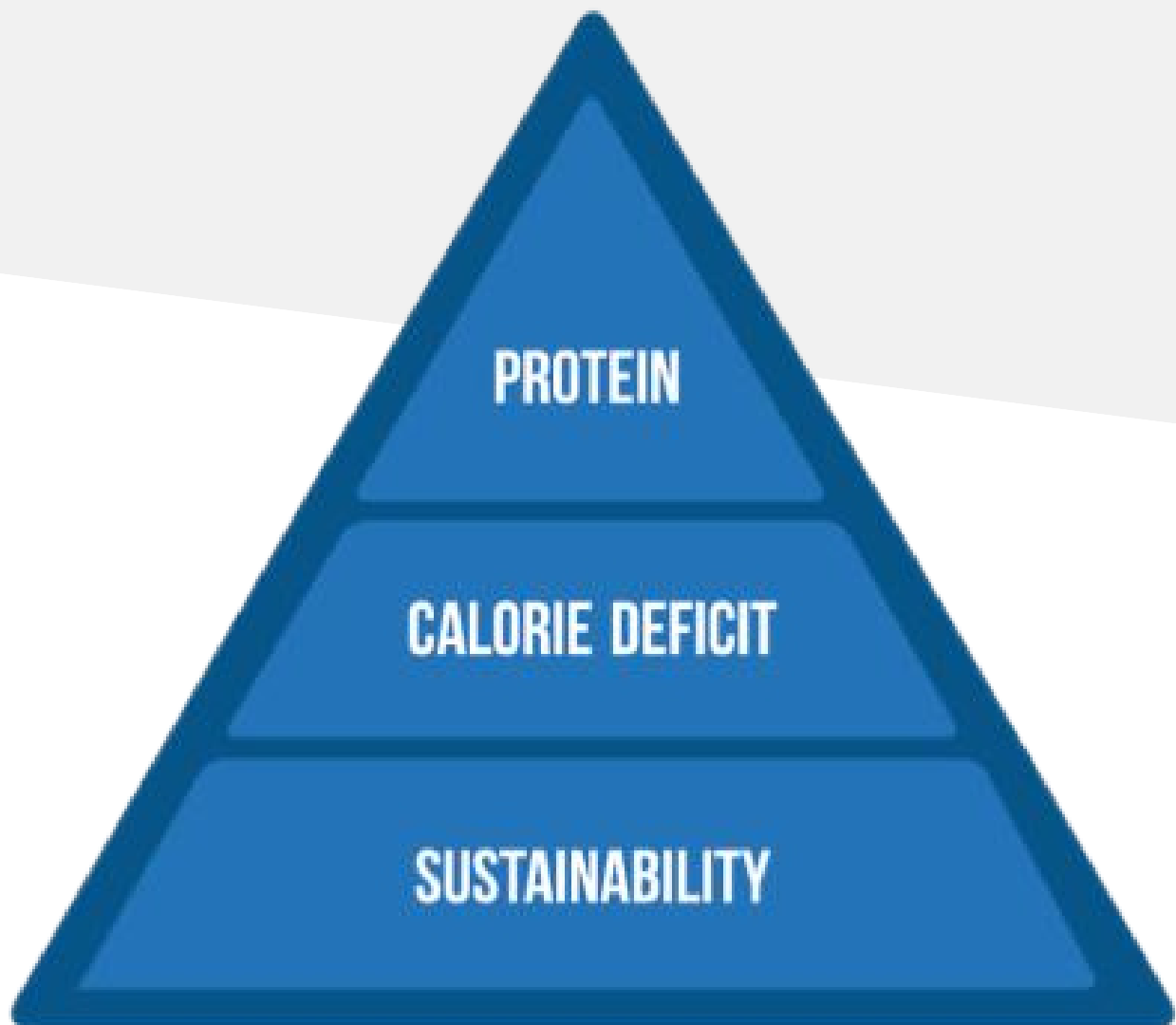
If you want to drastically slash your calories, starve yourself, and eat foods you **hate** in an attempt to lose 20 pounds overnight, this is not the program for you.

If you're ready to eat foods you love and make this the last time you "start over on Monday," you're in the right place.

By joining this challenge, you're going to benefit from our years of experience in working with hundreds of thousands of clients, combined with the latest fat-loss research to bring you **a simple, sustainable, and science-based program that works. For good.**

THE NOT-SO-SECRET SECRET TO WEIGHT LOSS

Too often, we make losing weight (and keeping it off) way harder than it needs to be with unsustainable rules that set us up for failure from the start. The truth is, long-lasting weight loss is actually quite simple.



FIT BODY FAT LOSS TRIANGLE

SUSTAINABILITY

Most people don't have a problem losing weight; they have a problem keeping the weight off. That's because it isn't realistic to follow crazy diet rules or try to eliminate entire food groups from your diet. If you've ever tried to, you know that it's only a matter of time (usually hours!) before you give up and eat everything that isn't nailed down because you're hungry. All. The. Time. To achieve long-lasting fat loss, the program must be sustainable long-term. This is why sustainability is the foundation of the Fit Body Fat Loss triangle.

CALORIE DEFICIT

For any weight-loss program to work, **you must be in a calorie deficit**. That's science. And, if your only goal is simply to see the scale go down, it doesn't really matter what you eat. Cabbage soup, grapefruit, cottage cheese diets? They all "work". That's because the "secret" to losing weight is to burn more calories than you eat. Sure, severely restricting your calories will help you lose weight in the short-term, but it also damages your metabolism, which makes it easier to gain back the weight you lost (and oftentimes more) and makes it more difficult to lose weight the next time you try. Sound familiar?

PROTEIN

The key to lasting fat loss is to make it as easy as possible to be in a calorie deficit and to preserve your metabolism by making sure you eat enough protein. Protein is the superhero of macronutrients! It helps you stay full for longer, which makes it easier to remain in a calorie deficit; and, protein helps you maintain valuable muscle tissue, which keeps your metabolism running to help you burn more calories throughout the day.

YOU AREN'T A FAILURE - YOU'VE SIMPLY BEEN PLAYING THE WRONG GAME

The average person has completed multiple diets. The keyword is completed. But think about it: taking care of yourself doesn't have an end date. Yes, the challenge is 6 weeks long, but the challenge is merely a springboard to the rest of your life.

Our transformation challenge is designed to get rid of the start and end dates that often accompany weight loss. We call it playing the infinite game because the objective is to keep playing.

FINITE GAME (OUTCOME)

Focused on changing behaviors to achieve a specific result (outcome)

Short-term program with end dates

Strict rules meant to be followed temporarily

Restriction followed by bingeing

Focus on eating as little as possible

Cut out entire food groups

Focused on the after photo

INFINITE GAME (PROCESS)

Focused on changing habits to permanently transform (process)

No end dates

Structured nutrition that is flexible enough to stick to permanently

A sensible plan that doesn't require "cheating"

Focus on nourishing as much as possible

Balanced nutrition

Focused on building a lifestyle that lasts long after the after photo

IT'S TIME TO RETHINK HOW YOU THINK ABOUT FOOD

WE LIKE TO THINK OF FOOD THE SAME WAY WE THINK ABOUT MONEY. MONEY IS NOT “GOOD” OR “BAD”, BUT THERE ARE GOOD AND BAD INVESTMENTS. THE SAME IS TRUE WITH FOOD.

Foods that give you energy, fill you up, fuel your workouts, and keep your digestive system in check are good investments for your weight-loss efforts and long-term health.

Poor investment foods provide little or no nutritional value, are very calorie-dense, don't fill you up, and leave you hungry within an hour of eating them.

GOOD INVESTMENT FOODS

- + Make it easier to stay in a calorie deficit
- + Fill you up
- + Are loaded with vitamins & minerals
- + Give you sustained energy
- + Typically aid in digestion
- + Make you feel great

POOR INVESTMENT FOODS

- Make it more difficult to stay in a calorie deficit
- Leave you hungry
- Often lack vitamins & minerals
- Can cause energy spikes and crashes
- Can cause digestive discomfort
- Leave you feeling sluggish

With our program, we recommend eating more good investment foods to help support your fat loss efforts.

Eating more good investment foods makes it far easier to maintain a calorie deficit and reach your goals because you'll feel great and won't be hungry.

If you eat a lot of poor investment foods, you will run out of "money" (calories) very quickly, but will still be hungry, making it very easy to overdraft your account (overconsume your calories).

To help guide your food choices, you'll see proteins, carbohydrates, and fats categorized as eat more, eat some, eat less.



To help guide your food choices, you'll see proteins carbohydrates, and fats categorized as eat more, eat some, eat less. **NO FOODS ARE OFF LIMITS.** We use this simple system to help you make healthier food choices.

WHAT THE HECK IS A MACRO?

All foods are made up of macro- and micro-nutrients. Macronutrients ("macros") are the nutrients that account for the calories in food. These are:



Each macronutrient provides a certain amount of calories in each food.

1 GRAM OF PROTEIN = 4 CALORIES

1 GRAM OF CARBS = 4 CALORIES

1 GRAM OF FATS = 9 CALORIES

**COUNTING MACROS IS JUST ANOTHER WAY TO COUNT CALORIES-
IT GIVES US MORE INFORMATION TO WORK WITH.**

During the challenge, you will track your food and aim for daily macronutrient goals that will ensure you're in a calorie deficit. The MOST important things to focus on are calories and protein, but if your calories and protein are in check, then carbs and fats will be too.

FOR EXAMPLE...

1STPHORM MEAL REPLACEMENT BAR- SALTED CARAMEL



20G PROTEIN X 4CAL/G= 80 CALS FROM PROTEIN
19G CARBS X 4CAL/G = 76 CALS FROM CARBS
13G FAT X 9CAL/G = 117 CALS FROM FAT

TOTAL CALS = 273

Nutrition Facts

Servings Per Container 15
Serving size 1 Bar (63g)

Calories 260
per serving

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Amount/serving	% Daily Value*
Total Fat 13g	17%
Saturated Fat 6g	30%
Monounsaturated Fat 4g	
Polyunsaturated Fat 3g	
Trans Fat 0g	
Cholesterol 25mg	8%
Vitamin D 0.1mcg	0%
Calcium 75mg	6%

Amount/serving	% Daily Value*
Sodium 370mg	16%
Total Carbohydrate 19g	7%
Dietary Fiber 1g	4%
Sugar 4g	
Incl. 3g Added Sugar	6%
Protein 20g	40%
Iron 1mg	6%
Potassium 70mg	2%

Nutrition labels aren't always 100% accurate in their calorie amounts, so know that there will always be a slight variance in the amount you track versus the amount actually eaten. As you track your food, you will learn to choose the most accurate option available in the app.

**NOW, LET'S DIVE INTO WHAT THE
NEXT 6 WEEKS WILL LOOK LIKE.**

FOR THE NEXT 6 WEEKS, YOU WILL CONSISTENTLY FOCUS ON:



TRACKING YOUR FOOD



DAILY MOVEMENT



GETTING ADEQUATE SLEEP



DRINKING ENOUGH WATER



STAYING ACCOUNTABLE

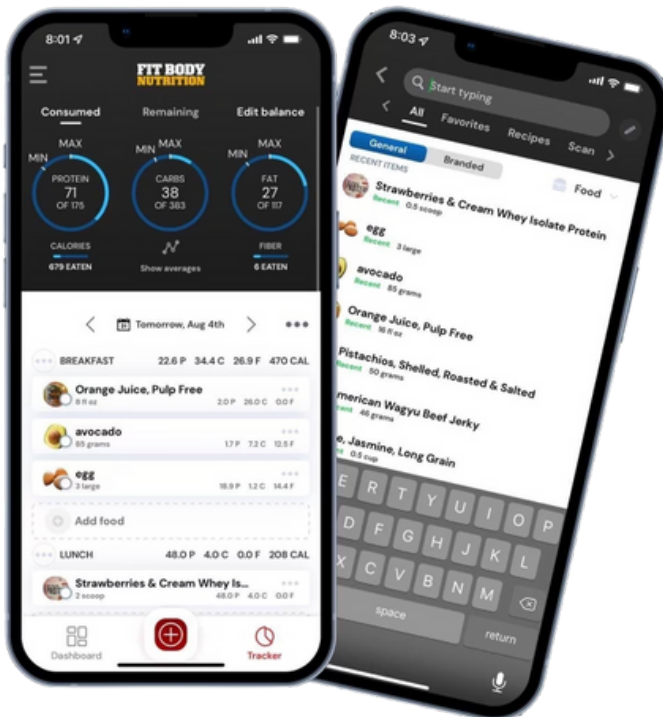
We know that sounds like a lot. Deep breath. Let's break it down...



TRACKING YOUR FOOD

Daily food monitoring has been proven to be one of the number one habits of those who lose weight and keep it off for good. When you decide you need to get your spending under control, the first thing you do is track your spending to see where your money is going each month, right? Same thing goes for the food we eat! Daily food tracking will help you gain an understanding of what foods are good or poor investments for you and will help you better understand your habits.

THE FIT BODY NUTRITION APP MAKES FOOD MONITORING SIMPLE



You will automatically be assigned macro targets when you complete the app set up. Each day, simply use the app to track everything you eat with as much accuracy as possible.

Your coach will be able to see if you're reaching your targets and offer feedback on your choices to help you better reach your goals.



Accuracy matters here! So use a food scale to weigh your portions so what you log in the app matches what you're actually eating



WARNING: WHEN IT COMES TO TRACKING YOUR FOOD, DON'T TRY TO JUST WING IT

If you simply just try to eat and track as you go, you will quickly discover that it's nearly impossible to hit all 3 macro targets by the end of the day. There's nothing worse than being ravenously hungry at dinner time only to realize you already used up your fats and carbs for the day, so you have to try to make a protein-only dinner. NOT FUN.

PLAN AHEAD WITH THIS SIMPLE FORMULA:

1. DIVIDE YOUR DAILY CALORIE BUDGET INTO MEALS
2. DECIDE WHAT KIND OF MEALS YOU WANT TO EAT
3. PLAN YOUR MEALS
4. PREP YOUR MEALS
5. TRACK YOUR MEALS

LET'S BREAK IT DOWN A BIT...

STEP 1

DIVIDE YOUR DAILY CALORIE BUDGET INTO MEALS

When you set up your profile in the Fit Body Nutrition app, you will be assigned custom macronutrient goals.

While the app will show you protein, carbs, and fat, it's best to first focus on total calorie intake first while you become an expert on food tracking.

We recommend dividing your daily calorie budget (and macros) into the number of meals you plan to eat during the day. Most people do best eating every 3-4 hours, so plan accordingly and do what works for YOU.

Let's say your daily calorie budget is 1,600. Here's how you might divide your daily calorie budget into 4 meals. If you want to do this with each macro so you know exactly how much protein, carbs, and fat to eat for each meal, you can too.

OPTION 1: DIVIDE CALORIES AND MACROS EVENLY INTO EACH MEAL

MY DAILY CALORIE BUDGET		NUMBER OF MEALS PER DAY		MEAL 1	MEAL 2	MEAL 3	MEAL 4
1,600	÷	4 MEALS	=	400 CAL	400 CAL	400 CAL	400 CAL

*REPEAT THE SAME EQUATION TO DIVIDE MACROS UP EVENLY PER MEAL

OPTION 2: DIVIDE CALORIES AND MACROS TO ACCOMMODATE YOUR DAY

MY DAILY CALORIE BUDGET		NUMBER OF MEALS PER DAY		MEAL 1	MEAL 2	MEAL 3	MEAL 4
1,600	÷	4 MEALS	=	300 CAL	700 CAL	300 CAL	300 CAL

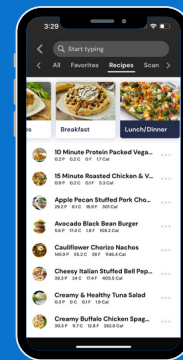
*NO REASON TO SKIP OUT ON YOUR FAVE FOODS! JUST PLAN ACCORDINGLY!

DECIDE WHAT KIND OF MEALS YOU WANT TO EAT

MEAL BUILDER GUIDE

Simply decide how many calories you want to eat, turn to that page in the guide, and pick your favorite veggies, proteins, carbs, and fats. We've done all the measuring for you, so you just have to log it in the app!

APP RECIPES



The Fit Body Nutrition App comes pre-loaded with hundreds of low-calorie, high-protein meals that make tracking easy!

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STEP 3

PLAN YOUR MEALS

GO THROUGH THE MEAL BUILDER AND RECIPE GUIDES AND PLAN OUT WHAT MEALS YOU'LL EAT EACH DAY

Write down the components of each meal and how much you'll need in the meal planning sheet so all you have to do is glance at your sheet, measure out your food, and add it to your app.

MEAL PLANNING SHEET

P= PROTEIN F= FATS
C= CARBS V= VEGGIES

MONDAY

P: 1c greek yogurt
C: 25g granola
F: Incl in granola
V: Blueberries

P: 3 eggs
C: tortilla
F: 14g cheeses
V: bell peppers

P: 4oz chicken
C: 6oz potatoes
F: 10g honey mustard
V: Roasted broccoli

P: Protein powder
C: Frozen banana
F: tsp peanut butter
V: Spinach

P: Ground turkey
C: Spaghetti squash
F: Sauce
V: Zucc noodles

P: _____
C: _____
F: _____
V: _____

PREP YOUR MEALS

Now that you know WHAT you're eating and how much, all that's left is to cook your food!

While some people prefer to do a bulk meal-prep cooking session, that's not the ONLY option when it comes to meal prep:

1. Cook in bulk on 1 or 2 days of the week.
2. Cook pieces of your meals in bulk (ex: just proteins), cook the rest on demand as needed
3. Cook on demand throughout the week

Choose the method that makes the most sense for YOU.

TRACK YOUR MEALS

Use the Fit Body Nutrition App to track your meals. The app will automatically make adjustments to your macro goals based on the data you input, so do your best to make sure you're tracking as accurately as possible.



DAILY MOVEMENT

We recommend working out at Fit Body a minimum of 3x/week for best results (feel free to do more if you can/want to!)

But non-exercise movement is just as important, if not MORE, than intentional exercise.

That's why one of your daily habits throughout this challenge will be to **include 30 minutes of intentional movement each day.**

On non-workout days, that might look like a walk, a bike ride, or a few laps in the stairwell at work-- whatever it is, it has to be INTENTIONAL.

If you're struggling to do a full 30 minutes, you can break it into 10-minute increments throughout your day.



GETTING ADEQUATE SLEEP

Sleep is the hidden secret to maximizing your efforts in the gym and the kitchen. Many people do all the right things with exercise and nutrition, but ignore their sleep and stress and wonder why they're not seeing any results.

That's why, for the next 6 weeks, one of your daily habits will be to **sleep a MINIMUM of 6 hours per night** (although 8 is typically more beneficial)

If you already are a pro at this, focus on establishing a consistent morning and evening routine to maximize sleep quality.



DRINKING ENOUGH WATER

Our bodies are made up of 70% water. Without proper hydration, the processes needed to lose fat and build muscle are next to impossible.

That's why, for the next 6 weeks you will **drink 1/2 your bodyweight in ounces of water each day.**

Simply take your current body weight and divide it by 2 to know how many ounces you need to drink.

We recommend grabbing a big water bottle that you only need to refill 2-3 times to reach your goals.



STAYING ACCOUNTABLE

While the goal is to eventually maintain these habits on your own, accountability is the first way to make sure they become solidified as consistent parts of your lifestyle.

That's why, for the next weeks, you will be **tracking your progress and checking in with your coach every single week.**

Each **Wednesday**, you will receive a message from your coach with a few questions to provide insight to how your journey is going. You must **respond to these questions by Thursday at midnight.**

Each **Friday**, you will **update your weight in the Fit Body Nutrition App** to keep track of your progress.

Each Monday, turn in your habit tracking sheet from the previous week to earn points for your team.

It's perfectly normal to feel nervous or even a little overwhelmed whenever you start something new. But we promise, it will all make sense and your coach will be with you every step of the way to guide, motivate, and inspire you, while holding you accountable through the ups and downs of your fitness journey.

HERE'S WHAT YOU NEED TO REMEMBER FOR NOW:

- ☒ Track everything you eat in the Fit Body Nutrition app
- ☒ Track your daily habits with the weekly habit tracker sheets included in your weekly journal (you'll get this at orientation)
- ☒ Be engaged! Respond to your coach and let him/her hold you accountable to finish what you start.
- ☒ Take your before photos (you'll be glad you did!)