**The 8-Week Ultimate Transformation Challenge Coaching Game Plan**

**Option 1: Weekly Progress Reports via email (PLEASE READ REGARDLESS OF PROGRAM YOU ARE RUNNING)**

It is highly recommended with the Ultimate Transformation Challenge that you do weekly progress reports for best results and conversions.

If you are doing your progress reports via email you will send a weekly coaching email with the client's progress report.

The goal of the weekly email is so that the client hears from their coach throughout the week and not just when you answer their progress report.

We recommend progress reports be turned in Friday at noon and coaches respond to the client's progress reports no later than Saturday at Midnight.

**Initial Eval and Delivering Macros**

Once your clients fill out their initial evaluation you will then use the 8-Week Calculator, send them their phase 1 macros ONLY and respond to their initial evaluation.

**Please refer to the responding to** [**initial evaluation requirements.**](https://elitefitnessgroup.sharepoint.com/:w:/g/EQ3r2nYdezRLjivosOGODIkBa4DL1OGCk5OrAAREXVCMtg?e=bhzy3u)

Every 2 weeks you will send them their next phase of macros.

**Week 2:** Send them their phase 2 macros.

**Week 4:** Recalculate and send phase 3 macros.

**Week 6:** Send phase 4 macros (recalculate if they have lost a lot of weight.

**Very Important:** When recalculating their macros make sure to use the same weight range as their original weight (this will make the appropriate cuts).

**Coaching Clients through the phases.**

As a coach your main objective is to help you clients with their mindset, hold them accountable, instill belief in them, and get the most out of them.

The way we have designed the 8-week program is nutritional coaching is very minimal and you goal is to just guide your clients down the path of success.

For the first 3 phases you have a 1.0 and a 1.1 version. The 1.1 version is a reduction of the 1.0 version (more calories/more macros).

The goal is to keep clients at the 1.0 version throughout the 2 weeks unless a reduction is needed.

Our goal each week is a weight loss of 1%-2% (2% is really on the high-end) during the 8-Week Challenge.

125 pound client would expect to lose 1.25-2.5 pounds

150 pound client would expect to lose 1.5-3.0 pounds

175 pound clients would expect to lose 1.75-3.5 pounds

200 pound client would expect to lose 2.0-4.0 pounds

225 pound client would expect to lose 2.25-4.5 pounds

250 pound client would expect to lose 2.50 – 5 pounds

275 pound client would expect to lose 2.75 – 5.5 pounds

300 pound client would expect to lose 3.0 – 6 pounds

Now knowing the weekly weight range anyone below a 1% result for the week you should advise them to move the 1.1 version so that they can keep getting optimal results.

Anything above 1% you should advise them to stick with their 1.0 version as the goal is to have them eating the most amount of food possible as our program is a fat loss program and not just a weight loss program.

The first couple of weeks clients may lose at an accelerated rate as they are depleting glycogen and a lot of their weight loss will be water and eventually their weight loss will level out.

**Things to watch out for**

If clients are following their macros (truly following them) and not losing close to 1% of their bodyweight ensure they are eating off the food list, counting macros correctly, not eating too many inflammatory foods, and not eating too many foods that have the highest levels of indirect sources.

**Inflammatory Foods**

* Dairy based products (don’t want to have more than 1 serving per food group a day)

**Foods with the highest levels of indirect sources.**

* Dairy based foods.
* Nuts and Nut Butters
* Beef

**Answering Weekly Progress Reports**

* Refer to [challenge coaching expectations.](https://elitefitnessgroup.sharepoint.com/:w:/g/EVXAbyHNhXhHjDcwsoKhPLcBxACfmEaXYigwt2A4GPVDmA?e=qx7Kb8)

**Option 2: Weekly Progress Reports via Coach Catalyst**

All the expectations are the same as option 1 except for the following.

* Every Tuesday you will send a motivational message to you clients (via the messaging function).
* Every Thursday you will send clients their weekly progress report (via the messaging function).
* Daily follow-up with clients that are not compliant with their daily habits.

**Options 3: Weekly Check-ins via coach catalyst (no progress reports)**

With this option you will not be doing progress reports, but your goal is to still provide the accountability and support your clients need.

* Every Thursday Check-in with clients and make sure they are on track.
* Every Friday send a motivational message
* Daily follow-up with clients that are not compliant with their daily habits.

You will still be responsible for getting clients their next phases of macros and recalculating client's macros at week 4.