



FIT BODY
TRANSFORMATION
CHALLENGE

INTRO TO GAME PLANS

The Fit Body Transformation Challenge is designed to turn your body into a fat-burning machine by manipulating what and when you eat.

WHAT YOU CAN EXPECT TO LOSE EACH WEEK

Our goal is to help you lose .5% - 1% of your bodyweight each week. To determine what percent of your bodyweight you lose each week, simply divide the number of pounds you lose by your weight.

FOR EXAMPLE, if you weigh 200 pounds and lose 2 pounds in one week, that's 1% of your bodyweight

$$\underset{\text{WEIGHT LOST}}{2} \div \underset{\text{YOUR WEIGHT}}{200} = \underset{\text{PERCENTAGE OF WEIGHT LOST.}}{1\%}$$

Some will lose more, others less. Everyone responds differently based on a number of factors including diet and exercise history. Aggressive fat loss is anything above 1% of your bodyweight per week.

It's important to focus on how many inches you're losing rather than focusing on the scale only because this is fat-loss program, not a quick-fix weight-loss program.

“DENA LOST 6 LBS WITH THIS PROGRAM!”



YOU CAN COMPLETELY TRANSFORM YOUR BODY WITHOUT LOSING A LOT OF WEIGHT.

HOW WE TURN YOUR BODY INTO A FAT-BURNING MACHINE

The challenge includes 4 phases. Each phase builds on the previous phase and taps into your body's fat stores to help you lose .5% - 1% of your bodyweight each week. As soon as your body gets used to one phase, we provide a new stimulus to prevent your results from plateauing.

HERE ARE THE PHASES AT A GLANCE.



 FIT BODY TRANSFORMATION CHALLENGE				
NAME:		MATT		
PHASE 1.0				
4 MEALS	PROTEIN	CARBS	FAT	
Carb Meal	43	45	0	
Carb Meal	43	45	0	
Non-Carb Meal	43	0	27	
Non-Carb Meal	43	0	27	
5 MEALS	PROTEIN	CARBS	FAT	
Carb Meal	34	45	0	
Carb Meal	34	45	0	
Non-Carb Meal	34	0	18	
Non-Carb Meal	34	0	18	
Non-Carb Meal	34	0	18	
6 MEALS	PROTEIN	CARBS	FAT	
Carb Meal	29	45	0	
Carb Meal	29	45	0	
Non-Carb Meal	29	0	14	
Non-Carb Meal	29	0	14	
Non-Carb Meal	29	0	14	
Non-Carb Meal	29	0	14	

 FIT BODY TRANSFORMATION CHALLENGE				
PHASE 1.1				
4 MEALS	PROTEIN	CARBS	FAT	
Carb Meal	41	43	0	
Carb Meal	41	43	0	
Non-Carb Meal	41	0	26	
Non-Carb Meal	41	0	26	
5 MEALS	PROTEIN	CARBS	FAT	
Carb Meal	32	43	0	
Carb Meal	32	43	0	
Non-Carb Meal	32	0	17	
Non-Carb Meal	32	0	17	
Non-Carb Meal	32	0	17	
6 MEALS	PROTEIN	CARBS	FAT	
Carb Meal	27	43	0	
Carb Meal	27	43	0	
Non-Carb Meal	27	0	13	
Non-Carb Meal	27	0	13	
Non-Carb Meal	27	0	13	
Non-Carb Meal	27	0	13	

The slight difference between the 1.0 and 1.1 macros is designed to accelerate your fat loss if you're not losing between .5% - 1% of your bodyweight each week. Your coach will provide a weekly game plan so that you know exactly what macros to follow each week.

Here's something you'll hear throughout the challenge: Moving to a different phase that is not part of the game plan or is not necessary can hinder your results. Trust the process and trust your coach.

EAT CARBS!

On your macros, you'll see 2 carb meals.
Be sure to eat your carb meals before and after you work out.

Eat your first carb meal 30-90 minutes before your workout and your second carb meal 30-90 minutes after your workout.

Here's an easy way to remember this: "sandwich" your workout between your carb meals.



PHASE 1.0				
4 MEALS	PROTEIN	CARBS	FAT	
Carb Meal	43	45	0	0
Carb Meal	43	45	0	0
Non-Carb Meal	43	0	27	
Non-Carb Meal	43	0	27	

We know what you're thinking: "Do I have to eat my first carb meal at 4:30 a.m. if I work out at 5:00 a.m.?" NO! If you're an early-morning boot camper, you can eat your first carb meal after your workout and your second carb meal in the evening. **Easy, huh?**

On days you don't workout, eat your carb meals in the afternoon and evening. No, you will not gain weight doing this!

Eating carbs later in the evening supports deep sleep and helps your body regulate cortisol, a hormone that supports your metabolism and helps your body respond to stress. Evening carbs also help fuel your body for the next day's early-morning workout.

LESS IS NOT MORE

The Fit Body Transformation Challenge is designed to feed you the maximum number of calories while still helping you achieve your goals and transform your body! Be sure to follow your macros each week.

FREE MEALS

With the Fit Body Transformation Challenge, you can eat a free meal every week or every 2 weeks depending on your fitness goals and lifestyle.

LEVEL 1

Free meal every week

LEVEL 2

Free meal every 2 weeks

If you eat 1 free meal each week, you will likely see different results than someone who eats a free meal every 2 weeks.

When choosing your level, do what you think you can be most compliant with. For example, if you have a standing date every Saturday night with friends to eat pizza, go with level 1!

With both options, you will see amazing results and completely transform your body.

And, you can always change how often you have a free meal during the challenge.

Understanding Free Meals

The purpose of a free meal is to strategically increase the number of calories you eat, which positively impacts the hormones that control fat loss and metabolism. Free meals also give you a mental break and allow you to eat whatever you'd like.

With your free meal, try to eat foods that are higher in carbohydrates and lower in fats and protein. You can eat whatever you'd like, but don't overdo it. Only eat until you're satisfied, not stuffed. Your free meal is not an all-out binge! Enjoy it and then get right back on track with your next meal. Do not allow one free meal to become a free day, week, month ...

When to Enjoy Your Free Meal

We recommend eating your free meal on Saturday, as the last meal of the day. Follow your regular macros for all other meals that day. And get right back on track with your next meal.

Remember, your coach will provide a game plan each week, so you always know exactly what to do!



Eat your free meal!

Lower-carb nutrition plans (and lower-calorie plans in general) lower your thyroid production. Your thyroid controls your metabolism. Eating a free meal every 1 or 2 weeks keeps your thyroid hormones high and your metabolism up over the course of the program.