

# *fresh* **START 2021** TRANSFORMATION CHALLENGE

→ **VIP ENTRY** INSTRUCTIONS MANUAL & NUTRITION GUIDE

## **IMPORTANT!**

Dont go any further until this step is complete!

**In order to complete your registration, we need you to fill out the following forms:**

**[CLICK HERE FOR FORMS](#)**

\*If you have worked with us In the last 6 months, you do not need to fill out forms.

# fresh START 2021

## TRANSFORMATION CHALLENGE

### → VIP ENTRY INSTRUCTIONS MANUAL

**Below you will find everything you need to start this challenge.**

This challenge is 5 weeks long. It starts Monday January 11th and ends Sunday February 14th 2021.  
Winners will be announced Thursday February 18th, 2021.

### STEP 1

Search & Request Entrance to the Facebook Groups → **"Fresh Start 2021 Transformation Challenge - BPT/REV FIT Online Coaching"** and your Private Group (between you and your coach only) → **"[YOUR FIRST NAME] [YOUR LAST NAME] Online Coaching"**.

Please request entrance to the community group as soon as possible. A week leading up to our challenge start date we will be posting tips & additional information to ensure you have a clear understanding of what to expect in the weeks ahead. We want to ensure that you feel confident and ready to go. In addition to this, your coach will send you an invitation to a private group (between you and your coach only). The community group will house everything related to the challenge (challenge workouts, recipes books, foam rolling & mobility guide). Your private group will include your nutrition plan and anything else related to your 1:1 coaching.

\*IMPORTANT: If you do not have Facebook or are having trouble locating your invitations to the groups, please let your coach know.

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### STEP 2

#### Preparation to Start

Over the next 5 weeks (starting January 11th) and beyond, we will strive to improve your quality of life. Let us take a moment to remind you that throughout this exciting change - **what you put in, is what you will get out**. As the saying goes - you can cheat all you want, but you will only be cheating yourself! Now, our intention is to educate and support you, so that you can equip yourself with all the necessary tools to rock some awesome results. If you ever have a question, please ask. If you have concerns with our advice, please say something. If the expectations WE set as a team are not reasonable, don't be afraid to tell us. If your circumstances change during the challenge, we need to know. That said, our start date is right around the corner. There are a couple preliminary tasks we need you to complete. The later you complete these, the less time you'll have to get prepared.

#### Prep work is as follows:

- 1) Add your coach on Facebook (Jenn Lemke - [www.facebook.com/jenniferalysonlemke](https://www.facebook.com/jenniferalysonlemke) or Denise Massey - <https://www.facebook.com/denise.massey.123829>)
- 2) You've made mention of your goals and the why behind them. **Now, what do you honestly want to get out of this challenge in the next 5(+) weeks? Do you have any specific expectations?**  
**Start brainstorming your answer - we'll be asking you to share with us in the comments of a post within the community group during the week leading up to our start date!**

3) **Food diary.** Choose a standard day to record what you eat and drink. This MUST be precise; for example, record the time meals or drinks are consumed, and even the amount of sugar you put into your coffee, etc. This must also be a day that will honestly reflect what your typical food/drink consumption is. Please be honest, this is a judgement free zone. Your coach will need this from you at least 3 days before our start date. Please post your food diary for your coach to see via your private Facebook Group (between you and your coach only).

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## STEP 3

### Shopping List

Here are some staple groceries that we suggest are beneficial prior to diving into the challenge. If you have any trouble finding these products or don't believe your budget can allow for these items, please let us know within the community group and we can make additional suggestions.

1. **Fish Oil (Omega-3s)** - \$10-20 (Shoppers Drug Mart, Walmart, etc.)
  2. **Multivitamin** - \$13-20 (Shoppers Drug Mart, Walmart, Superstore, etc.)
  3. **Vitamin D** (especially during the winter season) - \$5-10 (Shoppers Drug Mart, Walmart, Superstore, etc.)
  4. **Quality Salt** - Example, Himalayan pink salt
  5. **Vital Greens** - \$20-65 (these are **NOT** necessary. If you know prior to this challenge starting that you struggle with eating your veggies/greens this might be a great alternative for ensuring you get the proper nutrients. Your nutrition guide will be designed with plenty of fruits and vegetables included so don't stress too much about this one.)
  6. **Protein Powder** - \$25-80 (again, this is **NOT** necessary however provides a good option for snacks and/or meals in which protein is low. You can find affordable and pretty good tasting options at Superstore, Walmart and sometimes even Winners. Coach Jenn likes the brand Pure Protein and Optimum Nutrition Gold Standard).
  7. **Cream of TarTar** (usually next to the baking powder at the supermarket) - \$3
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## STEP 4

**There will be two secret messages posted in the community Facebook group for your before/after photos & measurements. The first secret message will be posted a day or so before our start date. The last secret message will be posted a day or so before our end date.**

Include the following:

### Photos:

**FLEXED** FRONT, SIDE, and BACK shots are required. Similar clothing, e.g. colour and style for the photos would be fantastic, as this will make the comparison and quality of the photos easier to see.

### Measurements:

The following **7** measurements are required - please record in **pounds & inches:**

(1) Neck, (2) Upper arm, (3) Chest, (4) Waist, (5) Hip, (6) Thigh (7) Weight (in pounds)



Please be mindful of where you take these measurements as you will do your measurements again at the end of the 5 weeks (we will make a post in the community group with a how to). If you have any questions in the meantime, please let us know in the community group. Your nutrition guide can be found below and workouts will be posted to the group 3-4 days before we start.

**Start Date: Monday January 11th, 2021. End Date: Sunday February 14th, 2021.**

**Winners will be announced Thursday February 18th, 2021.**

## STEP 5

### Photo Instructions - these are very important for your chance to win!

Welcome to the Fresh Start 2021 Transformation Challenge! Yes, there are big prizes! Woo! We are so excited to work with you all. You will need to take and post your before photos & measurements (and eventually final photos) to your Private Facebook Group (reminder, it will be titled [YOUR FIRST NAME] [YOUR LAST NAME] Online Coaching). Please note that the private group between you and your coach is completely hidden and unlisted, meaning no one else will be able to see anything you post. If you have any issues doing this, please message your coach and we will help you.

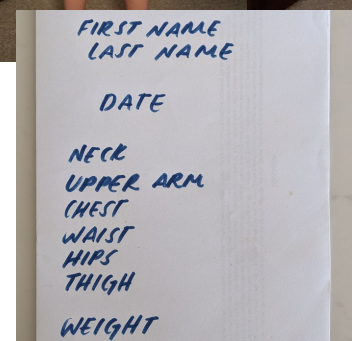
After we have received both your before and final photos and measurements, we will go through and compare them side by side at the end of the five weeks. Please do not send us comparison photos. Preferably, we would like you to send your photos in the same outfit (as pictured below). If you can do your photos in the exact same location, this will keep lighting the same to make sure we can easily see your progress. Please do not edit your before or after photos. **This will be an immediate disqualification. We can tell.** Please do not change the lighting in any picture either. Be sure to FLEX in BOTH before and after photos. Do not try and make your start photo look embellished (stomach sticking out, etc.).

If you wish to share your progress online, be sure to tag us (@bpt.jenn & @\_revfitforwomen). We may use your photos for advertisement purposes but **will always ask for your permission** prior to doing so.

↓ Here is a perfect example of how to do your photos and measurements:



Secret message is included somewhere like this!  
& Measurements are shared/sent like this.



### Reminders:

- The secret message must be displayed in all photos with measurements being sent separately. We will provide a secret message at the beginning of the challenge, and a different one at the end of the challenge.
- Tans are fine.
- Keep lighting and location the same (as best you can).
- Do not adjust anything about the photos (lighting included). **This will result in immediate disqualification.**
- Make sure you are flexing! Show us those muscles!
- Post all photos (before & final) to the Private Facebook Group between you and your coach: "[YOUR FIRST NAME] [YOUR LAST NAME] Online Coaching"

### CHECK LIST

- ☐ Search & Request Entrance to the Facebook Groups → **"Fresh Start 2021 Transformation Challenge - BPT/REV FIT Online Coaching"** and your Private Group (between you and your coach only) → **"[YOUR FIRST NAME] [YOUR LAST NAME] Online Coaching"**
- ☐ Record & post your food diary. Choose a standard day to record what you eat and drink. Please post your food diary in your private group 1-3 days before we start.
- ☐ Feel free, within the community group, to ask any questions you have. We might not answer them right away but will do a live video addressing all questions on the Sunday before we start. There, we will answer everything.
- ☐ Take your before pictures & measurements with a piece of paper or whiteboard with the date and the secret message. We will provide you with the secret message on Facebook the day before we begin. Post these in your Private Facebook Group (between you and your coach only).
- ☐ Get organized with which supplements or groceries you will need prior to our start. Purchase 1-2 days prior to the challenge start date.

**Don't forget, your challenge workouts and personalized nutrition plan will be posted to the Facebook Groups. Anything important we will upload as files and pin under "announcements" for easy access. Prior to this we will have "prep week" posts that will help you get confident and ready for what's ahead. We can't wait to get started!**



# *fresh* **START 2021**

## **TRANSFORMATION CHALLENGE**

BENEFITS PERSONAL TRAINING  
REV FITNESS

### → **FREQUENTLY ASKED QUESTIONS**

Here's a few questions we initially find quite common. Feel free to ask additional questions in the community group. We might not answer them right away but will do a live video addressing all questions on the Sunday before we start.

There, we will answer everything.

#### **1.WHEN WILL I GET MY WORKOUT AND NUTRITION PLAN?**

You will get your workout plan 3 days before through the community group and you will get your personalized nutrition plan about 1-2 days before we begin.

#### **2.HOW MUCH CARDIO SHOULD I BE DOING?**

This all depends on YOUR own personal goals. Anyone looking to lean out, tone up, or have some kind of fat loss should aim to do a minimum of 20 minutes of cardio every few days. This should be more than just walking. When we say cardio (or HIIT, whichever you prefer), we mean moderate to high intensity cardio (you should feel around a 6-8 on a scale of intensity). Because this is a challenge, remember, if you are not pushing yourself, you might not see the best results! Let's put the work in!

#### **3.BUT WHAT IF I JUST WANT TO LEAN OUT WHILE BUILDING SERIOUS MUSCLE?**

If you would like to lean out, yet still build muscle mass, try doing 10-15 minutes of cardio or HIIT training on workout days, either before or after. Before allows this to become your warm up. However, this will all come down to diet. Lifting heavier builds muscle, and making sure your nutrition is clean means you do not need to do extra cardio to shed weight. Make sure protein is a priority with every meal and you will begin to see serious muscle growth.

#### **4. IF I FOLLOW MY WORKOUT PLAN, WILL I GAIN CRAZY MUSCLE? I DON'T WANT TO BE "BULKY".**

This challenge has nothing to do with being bulky. Generally what people don't realize is that when there are fat stores within the body, and you gain muscle from working out, without losing fat around the muscle, everything will begin to increase in size (think of fat lying over a muscle, if the muscle increases but fat does not decrease, everything will still appear to grow in size). This can sometimes lead to what people believe as "bulky". Maintaining proper nutrition will ensure you are developing lean muscle, while also reducing overall fat mass.

#### **5. SHOULD I LIFT HEAVY TO TONE UP OR DO LIGHTER WITH HIGHER REPS?**

Generally, a good place to start is with 10-15 reps. The weight you choose should be moderate intensity, where the last 2-5 reps are challenging. You will want to provide enough stimulus to your muscles so that they have to grow and adapt. If you go too light you are not going to change. Just a reminder, your nutrition will be key to any kind of physical change (weight loss or muscle tone).

#### **6. WHAT IS A SAFE AND HEALTHY AMOUNT OF WEIGHT TO LOSE IN 5 WEEKS TIME?**

While this depends on the person, generally 2 pounds per week at maximum is a healthy and sustainable amount of weight loss. If however you are overweight, you may find that initially your body loses more per week. The leaner you are, the harder it becomes to lose weight (where 0.5 -1 pound weight loss per week is more likely appropriate).

#### **7. HOW ARE THE WINNERS OF THIS CHALLENGE SELECTED?**

Winners will be selected by your coaches (Jennifer Lemke & Denise Massey). Winners will be selected based off of measurements and photos (we do want to see some kind of transformation). We will also judge based off of consistency of effort and overall participation. We are looking to see who will transform the most both physically and mentally (in how they approach a healthier, more active lifestyle).



## *one final note*

Prior to our start, we want everyone to know and understand that first and foremost, this challenge is about **changing and benefiting our lives for the better**. The prizes - that is for fun and they are a bonus.

By entering this challenge, you are aware that you will be competing against others and the chances of winning are 1 in (however many enter the challenge). Negative messages or comments about the results of this challenge will result in disqualification and exclusion from future challenges.