



ITS TIME TO BE IN THE
BEST SHAPE OF YOUR LIFE.

GET BEACH READY IN

12
WEEKS

Do The Challenge!



HOW DO I ENTER THE BEACH READY 12 WEEK FITNESS CHALLENGE?

THE BEACH READY 12 WEEK FITNESS CHALLENGE EXPERIENCE!

MY 1st STEP: ESTABLISH 'POINT A'

Absolutely anyone can enter the Beach Ready 12 Week Fitness Challenge! The first thing you will need to do is book a **FREE** fitness assessment with the Beach Ready Fitness Trainer of your choice. When you start any epic journey you first need to establish where 'POINT A' is or you will get lost and discouraged along the way. Starting your challenge with a fitness assessment allows you to get a good look at where your fitness is currently at (POINT A!) so that you can make moves to get to your personal 'POINT B'! Your Beach Ready Fitness Trainer will help you formulate a personalized and deadly effective 12 week plan based on the fitness assessment (and other data gathered) to allow you to reach your fitness goals and **BE** in the **BEST SHAPE OF YOUR LIFE!** The decision to kick things off and do the Beach Ready 12 Week Challenge is up to you! A growing tribe of people (just like you) have entered the challenge and achieved 'Beach Ready'. Take a look at their before and after results and read about their challenge experiences on our virtual beach by logging into our website: www.beachreadyfitness.com.

You can book a fitness assessment with your Beach Ready Fitness Trainer by calling us at: **1-780-604-6160**.



□ **MY 2nd STEP: TAKE BEFORE PICTURES**

Take your before photos (**Front, Side, & Back**) and email them to your Beach Ready Fitness Trainer along with a completed Model Release Form provided to you by your trainer at your fitness assessment. The day that your trainer posts your before photos up on our Virtual Beach is the official start date to your Beach Ready 12 Week Fitness Challenge!!!

CONGRATULATIONS! YOU ARE NOW ON YOUR WAY!

Sure, taking and sending in your before photos may seem like a big step for you... But think about it! How many times have you said that you would get into shape and ended up not staying the course? It's time to shake things up and commit to the nitty-gritty, sweaty process. (It's a challenge after all right?!) It's time to get the work done and **EXPERIENCE** what it means to BE in shape. It's time to reach out and grab the results you truly deserve because your old you is now documented **HISTORY**... It's time to get rid of the thinking that got you here in the first place. You're not going to be able to do that by sticking in the mud to your old habits and ways of thinking. Yes! It's time to get out of those **R.U.T.S. (Real Ugly Thinking Syndrome)** and kick your fitness into the next galaxy. It's time to make your move. This is the moment you have been waiting for all your life. Take an honest look at yourself as you truly are. Are you living the life you want to live right here right now? This challenge is your time to realize radical, energized, life altering change. You're not going to let your old self (in those before pictures) stop you from **BEING** the new, sexy, confident you that is only 12 short weeks away are you?

Every Beach Ready Fitness Trainer has completed their own personal Beach Ready 12 Week Challenge and have the before and after pictures to prove it. We know how you're feeling right now and because you have the guts to stand up for yourself and do your own Beach Ready 12 Week Challenge we want to incentivize your transformation by giving (on top of the free fitness assessment) you **25% OFF** our personal trainer rates **AND A FREE PROFESSIONAL AFTER PHOTO SHOOT!** Think about it! Your after pictures will become your new before photos... What's there to lose but that layer of fat. Sweat is just fat crying. Let's make that fat cry and get er done!

□ **MY 3rd STEP: NUTRITION MAPPED OUT**

Book a dietary evaluation with a Beach Ready Fitness Nutritionist and make sure that you have a detailed dietary plan mapped out in front of you! Beach Ready Fitness also provides a nutritional tracking system which you can use to actively plan, track, and improve your daily nutritional requirements on your own.

Top nutrition is required to provide the body with the correct building blocks for optimal health. While exercise is essential to generate positive fitness results, proper nutrition makes up %75 of the results you will experience during your Beach Ready 12 Week Fitness Challenge. Planning every aspect of your challenge will bring you the greatest results. During consistent and intense exercise tremendous demands are placed on the body. In order to rebuild the muscle fibers a steady uninterrupted flow of nutrients needs to be provided evenly throughout your day! They didn't get to the moon without a plan and you're not going to get the body of your dreams without a plan either!

You can book an initial session with a Beach Ready Fitness Nutritionist by calling us at: **1-780-604-6160**. You can also talk about booking a nutritionist with your Beach Ready Fitness Trainer.



MY 4th STEP: TAKE MASSIVE ACTION!

Once you have selected your Beach Ready Fitness Trainer, established where your fitness is currently at with your **FREE** fitness assessment, emailed your before photos (**Front, Side, Back**) to your trainer along with a completed Model Release Form, and got your diet on track with a Beach Ready Fitness Nutritionist, **YOU ARE READY TO KICK YOUR NEW YOU WORKOUTS INTO HIGH GEAR!!!**

The next step is simple! **GET MOVING!!!** Using the information your Beach Ready Fitness Trainer has gathered from your fitness assessment (and other health info and goals) we will provide a step by step, in person and personalized **MASSIVE ACTION PLAN** for the next 12 weeks! All you need to do is stick to the routine your personal trainer gives you and build your motivational momentum by consistently making it happen in the gym day in and day out!

Take your fitness to the next level and get the most out of your 12 week program! Book your sessions in advance with your Beach Ready Fitness Trainer to get yourself off to an **EXPLOSIVE START!** Make each and every single day count! Make each and every lift count. Make each and every kilometer ran count! Do your challenge with style! Picture the results you want clearly in your mind and throw your whole self into your challenge! Your trainer is as committed to your fitness well being goals as you are so make sure that you check back with your trainer weekly to be sure that you are staying true to the transformational course you have set for yourself. Don't forget to ask your trainer for tips and any questions you may have when they come to mind. Your trainers are your veterans in the trenches. They live and breathe fitness and are fully certified to help you achieve your very best during your challenge. If we did it **YOU CAN DO IT TO!!!**

MY 5th STEP: JOURNAL YOUR PROGRESS

As you work your way through the next 12 weeks alongside your Beach Ready Fitness Trainer be sure to actively journal your thoughts, feelings, and results each day using the Beach Ready 12 Week Fitness Challenge Binder provided to you by your personal trainer at the start of your challenge. Journaling is extremely important as it acts as a measuring system to aide you in determining how hard you need to push yourself, and what you need to change to get better results (Not to mention it lets you know what you're doing right!). This tool will effectively keep you in control of your workouts and will also help you and your trainer keep up to date with your daily progress! Keeping track of your workouts with your journal is extremely important to maintaining and getting better and better results during the course of your challenge! Let's be honest! How can you really **CHALLENGE** yourself if you don't even know what level you were working out at yesterday?!

MY 6th STEP: CONNECT WITH AND MOTIVATE OTHERS!

It helps immensely to be actively involved in the discussion areas of the Beach Ready Fitness Community on our website, Facebook Page, Twitter Feed, and Youtube sites! Be open! Connect with and encourage the other Beach Ready 12 Week Fitness Challenge Contestants! You will find that, by helping other people towards their own fitness goals, you will drastically impact your own levels of excitement, motivation and drive! Helping others is the quickest way to make your own fitness goals happen! Supporting others is the surest way to get the additional support that you may need during your own challenge!



□ **MY 7th STEP: 84 DAYS BITE THE DUST SO DECLARE YOUR TRANSFORMATION VICTORY!**

***YOU DID IT! CONGRATULATIONS!!!
YOU'RE FINISHED YOUR
BEACH READY 12 WEEK FITNESS CHALLENGE!***

Welcome to the Beach Ready Champions Circle! You pushed harder than you have ever pushed yourself! You got out of your comfort zone over and over again. You braved each and every one of those 84 days and made drastic changes to your mind set, lifestyle and body like you have never done before! You have created a fitness anchor point that you can bring with you for the rest of your life. You stayed true to your true self and each day added to your confidence and the integrity of your future health. Now you know what it means to work out with intensity and eat fighter jet food. You turned your back on those piles of jumbo jet food and made mad moves in the gym even when you felt your legs and lungs scream. You made the fat on your body cry and even though it felt like your arms were going to fall off like grasshopper legs you pushed with every ounce of your being. Because being fit for life meant more to you than living a life weighed down by the heaviness of poor eating and soft living you decided to compound your results and show the world (and yourself) what you are made of. You lived and you breathed on the other side of the T.V. screen instead of piling into the couch like thousands of others watching away their lives. You imagined a life where your body was so energized that you could almost feel the electricity and motivation in the air. You inspired your family, friends, and fellows with massive action. You followed your Beach Ready Fitness Trainer through thick and thin paying no heed to those who laughed knowing that your true friends would always support your transformation. You pushed for your own personal best and prioritized what 'important' meant to you. With every day and every lift you showed up for your results and now they have arrived.

Now it's time to cap it all off by doing your **FREE** after fitness assessment and taking your **FREE** professional after photo shoot pictures! Be sure to look through the pictures in your favorite fitness magazines and practice the posing you find there. Look through the after photos other Beach Ready 12 Week Fitness Challenge Contestants who have been featured on the Beach Ready Fitness Website for after photo shoot posing ideas to practice. Be sure to work closely with your Beach Ready Fitness Trainer to make sure the timing of your after fitness assessment and after photo shoot is within the timelines in the Beach Ready 12 Week Challenge rules and guidelines. If you would like more details or specifics about the challenge you can print of the challenge rules and guidelines by clicking on the far right button of the '12 Week Challenge' page on the Beach Ready Fitness website. Your professional after photo shoot will be the perfect way to celebrate the completion of your Beach Ready 12 Week Fitness Challenge!

And last but not least! Take the time to either type up, video blog (or both!) about your Beach Ready 12 Week Fitness Challenge experience. Inspire your family, friends, and fans to do their own challenge! Send in your challenge story (in the above formats) to your Beach Ready Fitness Trainer to earn bonus contestant points for a chance to win the Beach Ready 12 Week Fitness Challenge Medal of Achievement, prizes, and even cash. At the end of each challenge year contestants are evaluated on their transformational photos, fitness assessments, and inspiring challenge stories. Be sure to check out the photo results, fitness assessments, and transformation stories of other contestants from past years (as well as this year) for both inspiration as well as guidance during your own Beach Ready 12 Week Fitness Challenge!

FOR MORE INFORMATION ABOUT THE BEACH READY 12 WEEK FITNESS CHALLENGE RULES, GUIDELINES, AND HOW TO HAVE THE BEST CHANCE AT WINNING THE BEACH READY 12 WEEK FITNESS CHALLENGE CLICK ON THE 'F.A.Q.' OR 'THE CHALLENGE RULES' BUTTONS ON THE '12 WEEK CHALLENGE' PAGE OF OUR WEBSITE.