



# TRANSFORMATION CHALLENGE

OCTOBER & NOVEMBER 2019

➤ **DOWNLOAD ALL YOUR CHALLENGE MATERIAL** [CLICK HERE](#)

➤ **JOIN OUR PRIVATE FACEBOOK GROUP** [CLICK HERE](#)

Welcome to the Body Beautiful Transformation Challenge! This document outlines everything you need to know for the challenge, key dates and all the resources available to you to help you succeed. **Please read this information carefully!**

**If you have done the challenge before, please review this document as well so you can see the important dates**

## IN THIS DOCUMENT YOU WILL FIND:

1. Important Dates
2. Transformation Challenge Rules
3. List of Resources you need
4. Training Portal & Training App
5. Where to Ask Questions
6. Key Components for Success
7. Prizes and Discounts

## IMPORTANT DATES

### 1. Week of Sept 30

- Review all challenge info and diet part 1 & 2 (write down all your questions and bring with you to kickoff meeting)
- RSVP if you are attending the kickoff meeting – you can RSVP on the page page where you will find your diet/challenge resources
- **If you are not attending the meeting** your measurements will be scheduled before/after your first class next week – you will be responsible to understand the resources on your own – we will email you over the next few days to coordinate
- Prep all your food for Diet Phase 1 which you will be starting on Monday, October 7<sup>th</sup>



- Download the Body Beautiful App and watch the “how to videos” (you will get an invite between Thur and Sun this week via email to activate your account and download the app). If you are already signed up for the app email [info@buildmybodybeautiful.com](mailto:info@buildmybodybeautiful.com) and we will put a pause on your payment during the challenge

## **2. Measurements and Challenge Kickoff Meeting : Friday, 6:30pm at 200 Front Street inside CardioGo**

- To get to CardioGo use the entrance at Front and Simcoe and go down the stairs. Meeting will take place inside the glass studio on the left side, measurements will be done inside women’s changeroom – go right to access gym entrance
- We will be holding a brief kickoff meeting to review any questions you may have about the diets, assign you the challenge partner that you will be working with, and show you how to conduct weekly measurements with your partner.
- Your measurements will be done after the kick off meeting. However, if you can please arrive as early as 6pm, so we can start your measurements, otherwise there will be a lot of waiting around after the meeting to get through everyone.
- If you are able to arrive early, please meet in the changeroom, and look for myself or Alysha (two tall blondes 😊)

PLEASE NOTE: we will be covering the diets very briefly as you should read everything over BEFORE you attend the meeting and come with a list of questions. We have a lot to cover so to be fair to everyone else, read the diets first if you are planning on asking questions as many of your questions are answered in the diet guidelines.

After the meeting we will be doing your starting measurements and photos. If you are unable to attend the meeting you will need to coordinate this with your bootcamp instructor to be done on the first day of your bootcamp class.

### **IMPORTANT: Before you attend meeting/measurements**

- Review of diet Part 1 & 2 – please read these before you attend the session and have a list of questions prepared – we will not be reviewing the diets in detail just going over questions you may have.
- For those doing the bootcamp challenge you will be assigned a partner to work with if you are doing the challenge (let Ana know before Thur by



email if you have a partner you would like to work with in class  
ana@buildmybodybeautiful.com)

- We will go over how to take weekly progress measurements and track them with our partner
- **Please bring with you sports bra and shorts or a bikini for before photos class (in private don't worry!).**
- Please bring a tape measure if you have one – you or your partner will need to get one of these for the challenge
- **Week 1 Monday, October 7<sup>h</sup>**
  - Start diet phase 1. If you are a Vegetarian directly to Vegetarian Diet, there is only one phase for vegetarians.
  - Upload your starting measurements in the Body Beautiful fitness app and continue doing so weekly with your partner or use the goal tracking sheet (included with your downloads)
- **Week 2 Monday October 13<sup>th</sup>:** Start Diet Phase 2 and continue until the end of the challenge – make sure you review it the week before and get organized over the weekend!
- **Week 3-4:** We will be arranging a Nutrition Seminar to go over the diet in more details for anyone that may be struggling or needs support/tips on meal prep etc. This will be done on a weekend, and we will advise you ahead of time
- **Week 8 : November 27-28** We will be doing Final Measurements, & Pictures done before/after class at both the King West and Front Street location on the same day for all challengers before/after our evening class– signup sheet will be provided.
- **Week 9 Friday, Dec 6<sup>th</sup> Winner Announcements** collected to find out who the winner(s) are! Details will follow!
- **Dec 13<sup>th</sup> BMBB XMAS PARTY**

### TRANSFORMATION CHALLENGE RULES

While we are happy to have you all join us and participate in the workouts, diet and the challenge, you must meet the following criteria in order to be eligible to win the contest and the prizes. If you don't care to compete and just want to follow along, again you are welcome to do that.

- **You must be signed up for 8 consecutive weeks of bootcamp** (this includes Build n Burn or Fit & Firm) through October & November



- **Before/After Pictures** You must participate in the before/after photo-shoot, wearing a sports bra and shorts or a bathing suit with your coach.
- **Prizes/Photo Sharing** To be eligible to win the prizes we are committed to share your photos and announce your name to our members and sponsors (you can always opt out of taking the prizes if you do not want your pics shared, in which case the prizes go to the next person).
- **Judging** Based on the percentage change in your body composition (% of fat loss, weight loss and inches lost compared to where you started from – not compared to others the person with the highest change from start to finish is the winner
- **Goal setting:** You will be required to complete and submit to us a goal sheet at the end of the challenge (you will get this with your package).
- **Buddy System:** You will be assigned a challenge buddy in class (someone who has similar goals as you). Your buddy and you will share your goals, and track each other's progress weekly (weight and waist circumference). You will need to pick a day you do this on each week (perhaps before or after class) we will discuss this during our initial meeting first week of the challenge.
- **Tracking your progress NEW/UPDATED:** You will be able to track all your measurements as well as food intake in our brand new Body Beautiful App and portal. There is an instructional video how to use the app and do this with your resources that will be send to you in a few days
- **Sharing:** Please note these resources are for your use only and we ask that you do not share this program with other who are not enrolled in the Transformation Challenge. Sharing these resources will automatically disqualify you from the program

## [LIST OF RESOURCES](#)

**Please download your resources (tracking sheet, diets etc) from here:**  
[www.buildmybodybeautiful.com/challenge](http://www.buildmybodybeautiful.com/challenge)

Below you will find a list of resources that are part of the challenge. For the Kick off Meeting - please print or have available to view Your Goal & Tracking Sheet; Your Diet Phase 1 and 2 (or veggie diet for vegetarians)

### **1. YOUR GOAL & TRACKING SHEET**

Here you will specify the overall objective you wish to achieve from the challenge. This will include all of your initial & final measurements (done by your bootcamp coach), your weekly measurements (tracked by your assigned “buddy”). Bring this to class with you weekly



## YOUR DIET PLANS

Your diet is the **MOST** important elements that will help you succeed in this challenge, especially if your goal is weight/fat loss.

**MEAT EATER - PHASE 1: Start October 7<sup>th</sup>** One week very strict (yet easy to follow) cleanse. This is a very low carb week that will get your body ready for the challenge and set in fat burning mode. It will help eliminate all the sugar, and junk out of your body, reduce your cravings and teach your body to use fat for energy instead of carbohydrates.

**MEAT EATER PHASE 2: Start October 13<sup>th</sup>** This will be the remainder of the challenge. A much more flexible plan with more variety. It has been tested over and over until we found a perfect combination of foods to keep you satisfied while giving you the best possible results.

**VEGETERIAN/PESCETARIANS DIET: Start October 7<sup>th</sup>** there is no phase 1 for veggie diet. Do not do the veggie diet if you eat meat or mix the two diets together.

## SUPPLEMENTS GUIDE

We had a LOT of questions about this last time and continue to get them. We have put together a supplements guide that can accompany your diet. This is optional and completely up to you if you choose to use any of or all of the recommended supplements. You should, of course ALWAYS check with your doctor first before including any supplements in your diet plan.

## RECIPE BOOK

We have modified our recipe eBook to be Transformation Challenge friendly. You will have detailed info on all the nutrition breakdown you need to follow along with your diet. To be used from phase 2 and on.

## TAPE MEASURE

You or your partner will need to get a tape measure for week of March 19<sup>th</sup> and onwards to track your progress

[TRAINING PORTAL & TRAINING APP](#) – optional for those looking to do workouts on their own



**ALL CHALLENGERS** Everyone participating in the challenge is given access to our training app and portal for the 8 weeks of the challenge. You will be receiving an email to activate your account between and Tue Oct 2 to Thur Oct 4

Please watch the “how to video” in order to get familiar with the app/online portal (since we use these for our online training some things may not apply to you, like uploading photos and having custom workouts, so you can just ignore that) :

Using the app:

<https://www.youtube.com/watch?v=tJulo1sHRdc>

Using the portal (basically accessing it from your computer – has more options):

<https://www.youtube.com/watch?v=9QG2hkl82lc>

The app/portal will give you access to:

1. Over 50 premade workouts built by Body Beautiful Coaches that you can do at the gym or home – you are welcome to add these on top of your bootcamp classes if you wish to train on your own
2. A place where you can track your food and ask coach to check it if you need help
3. A place to track your goals (weight, inches, upload pics etc.)
4. Free for you to use during the challenge (till May 29<sup>th</sup>)
5. A community board with access to other challengers, where you can ask any questions/give advice (monitored by Body Beautiful coaches)

### WHAT IF YOU HAVE QUESTIONS

Please post ALL your Transformation Challenge on the [Build My Body Beautiful private Facebook page](#) (please join if you are not on it)

PLEASE DO NOT email/text/facebook message your questions as many others who have done the challenge before will be able to assist you sometimes faster than we can. Also posting your questions will allow others to get an answer for the same question they may have.

### KEY COMPONENTS OF SUCCESS:



1. **DIET:** Your diet is extremely important for your success! There is no way around it, if you want to change your body you must change your eating habits. Stay on track and YOU WILL see results! Make it your mission so that in January you are not making weight loss your resolution, do it now, you will LOVE what this will do for you and your life.
2. **TRAINING:** Your training is just as important! Don't be afraid to pick up the weights in class ladies! You WILL NOT get bulky! We promise!

Here are some cool facts:

- The more weight you lift, the more energy you expend, the more calories you burn!
- Did you know that for every pound of muscle you gain, you burn 50 extra calories a day?
- Weight training keeps your body burning calories 24hrs a day. Cardio only burns calories during the time you are performing that cardio exercise
- A combination of high impact cardio & weight training like our bootcamp workouts burns up to 800calories an hour, PLUS you keep burning calories ALL day long!
- Exercise is the single best way to prevent future weight gain & maintain a fit & firm physique

Training Frequency:

- We have seen that clients who exercise 3-4 times a week are much more likely to achieve better results at a faster rate than those clients who exercise twice a weeks and less.
- Therefore, we recommend exercising at least 3 times a week. Here are some things you can do:
  - Go at it on your own:
    - Do 30-60 mins of any physical activity such as walking, jogging, biking, playing sports, etc.
    - Use the Body Beautiful training app for an at home or gym workout
    - Add a Friday bootcamp class – we have a few spots left in October & November if you want to add this class you can add it with a discount of \$59 with promo code FRIDAYFIT [click here](#) to add it



- Get help from our Personal Training team (email us at [info@buildmybodybeautiful.com](mailto:info@buildmybodybeautiful.com))

**Our Challenge Winner will receive:**

- A Complete Makeover Package including
- professional hair cut, colour & style
- professional half day photo shoot
- professional makeup
- shopping spree with a professional stylist
- 2 Months unlimited bootcamp package from BMBB (value of \$600+)
- One Personal Training Session (\$100 value) with BMBB's founder & head coach Ana Plenter
- One Diet Consultation & Custom Plan (\$199 value) with BMBB's Registered Dietitian Alysha Coughler
- 6 months free access to the Body Beautiful Workout app (value of \$60)
- Swag baggie from various BMBB partners

**Each Runner Up Winner\* will receive:**

- \$50 Gift Card From Body Beautiful
- \*there will be one runner up for every 15 participants that finish the challenge

**FINALLY REMEMBER TO HAVE FUN AND ENJOY THE JOURNEY – IT'S ABOUT LEARNING & WORKING TOGETHER AS A TEAM TO REACH LIFE LONG HELTHY HABITS AND SUCCESS! 😊**