



ONLINE TRANSFORMATION CHALLENGE

OCTOBER & NOVEMBER 2019

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

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

Welcome to the Body Beautiful Online 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. Getting Started: Important Info / 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

GETTING STARTED: IMPORTANT INFO DATES

1. October 3rd to October 6th

- **Review all info:** Review this document, join our Facebook group and download all your resources, and RSVP if you can attend the kickoff meeting (links are on top of this page)
- **Activate & learn about your BMBB App/desktop portal:** You will receive an invite to activate your BMBB workout app by end of day Oct 3rd. The BMBB portal can be used on your laptop or on your phone
 - **Watch the two videos (links below) to understand how to use the app and the online portal** – you will need to understand this in order to access your workouts, as well upload your measurements and pictures in order to take part of the challenge



- **Using the portal on your desktop:**
<https://www.youtube.com/watch?v=9QG2hkl82lc>
 - **Your measurements and starting pictures must be uploaded on the desktop version.** The video will explain how to take the photos and how to take and record the measurements. In the description part of the YouTube video you can see the different sections and skip to a section you need if you do not wish to the full video.
- **Using the portal on your phone (app version)**
<https://www.youtube.com/watch?v=docEuYglVNU>
 - Please note you can not upload pics via the app
- This portal/app will contain all your workouts (home or gym, depending on your selection). **Your challenge workouts can be found in the “Calendar”** section and will be available in your calendar by Sat Oct 5th and you can start on Monday, October 7th. There are many **additional workouts available in the Workouts section** should you wish to do any extra on your own
- You can use the BMBB portal on your desktop (you can print out your workouts) or on your phone – easy to use and track if you prefer this option.
- **October 4th, 2019** – we are hosting a kickoff meeting on Friday, October 4th at 6:30pm at our Toronto studio (details and address below). If you are in Toronto you are welcome to join. We will take your measurements and photos as well go over the diets. You will need to RSVP to the meeting in the same section where you will [download your diet and resources](#). If you are unable to attend the meeting you must upload the measurements and photos on your own by October 5th, 2019 (again instruction on this are in the [Using the portal on your desktop](#) video).
- Write down all your questions about diet phase 1 and 2 and bring with you to kickoff meeting, if you can attend it. If you are not able to attend the meeting post your questions on our [Private Facebook page](#) – our community is very helpful and can often answer quicker than we can.
- **October 5-6, 2019:** Shop & prep all your food for Diet Phase 1 which you will be starting on Monday, October 7th
 - Follow us on Instagram @buildmybodybeautiful and watch Coach Ana post stories about food prep for the detox as she will be doing the diet with you



Challenge Kickoff Meeting Details: 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, and the use of the app
- 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.

IMPORTANT: Before you attend the Kickoff 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.
- We will go over how to take weekly progress measurements and track them
- 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^h**
 - 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 – use a partner if you need help with measurements BUT stay consistent how you measure. Photos only need to be uploaded at the start and finish of the challenge
- **Week 2 Monday October 13th:** 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 in our Toronto studio – again ASK any questions you want on the Facebook group as well share recipes or tips of your own if you'd like
- **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. Online challengers are welcome again to join – otherwise **you must submit your final photos and measurements in the portal no later than Nov 30th**
- **Week 9 Friday, Dec 6th Winner Announcements** collected to find out who the winner(s) are! Details will follow!
- **Dec 13th 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 or signed up to do our **Online Transformation Challenge**
- **Before/After Pictures** You must participate in the before/after photo-shoot, wearing a sports bra and shorts or a bathing suit.
- **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
- **Tracking your progress:** You must record your weekly measurements in the app
- **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](#)

AGAIN IN CASE YOU MISSED THE LINK - Please download your resources (tracking sheet, diets etc) from here:
www.buildmybodybeautiful.com/challenge

Below you will find a list of resources that are part of the challenge.

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 7th 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 13th 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 7th 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 will need a tape measure and a scale for the challenge in order to keep track of your measurements. Measurements should be done every Sat morning before you eat and always using the same weight scale. Be careful with how you do your measurements so that it is consistent. Watch the video carefully!

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)



If you are the winner of the Challenge and live in Toronto you are eligible to our Toronto prize package:

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

For those not in the GTA, an Amazon gift certificate of \$250 will be provided + one month free online training with a BMBB coach (value of \$300)***

The prize is non-exchangeable, non-transferable, and is not redeemable for cash or other prizes.

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