

28 DAY FITNESS CHALLENGE



THE START GUIDE
WELCOME TO YOUR NEW LIFE!

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Welcome to

YOUR

28

DAY

Fitness Challenge!



DANIEL



WELCOME AND CONGRATULATIONS.

This 28 Day Fitness Challenge is all about you getting engaged, taking action, and increasing your accountability to others outside your current circle of friends and family.

Although we still want you to be accountable to them, we have found that publically making yourself accountable and making decisions yourself greatly impact your success in the long term.

Sure, we can tell you to eat this and do that with your training, but at the end of the 28 days, what do you do then? How will you maintain this superhero body you have attained? Just by dialoguing with a group of people online who share your goals and can encourage and motivate you, you will become super-motivated for continued improvement, plus you'll learn all kinds of great nutrition, fat loss, and muscle enhancement tips from them as well. And if



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the **long term.**

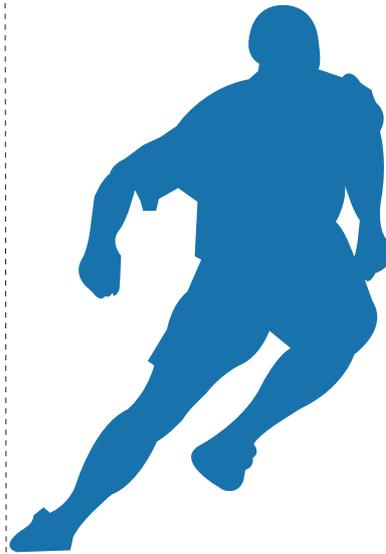
you've ever been reading a discussion board on a fitness site, you know how much these fitness addicts love to keep a dialogue going. That's because it works.

With our program, you take part in your planning, in deciding what YOU are going to do, while we supply you with the tools, education, guidance, and accountability factor that lead to success for everyone that really commits to the program.

We also want to ensure we keep the program as simple as possible.

Overcomplicating things unnecessarily just gives you greater chance of dropping out and giving up. Over the 21 years I have been helping clients lose weight, get healthier and get fit, I have also learned that simplicity is key.

You can't get
the big payoff
until you're
DONE - with
anything in life.
**SO GET IT
DONE!**



Therefore, this program is not for the faint of heart or the half committed. I urge you to dedicate yourself to this plan and your results for the next 28 days. Let nothing stand in your way of achieving success and reaching your goals. If you simply follow the plan that I have created for you for the entire 28 days you will see and feel incredible results.

The days of losing merely 2 pounds a week are over. We'll show you how to make faster weight loss and higher fat loss happen more quickly. And we have worked hard to create this plan - one that is so effective that you will be stupefied by the results.

So let's begin shall we?

You've got this!!

DANIEL

First and foremost:

GET CONNECTED!

Join our exclusive
**Private Facebook
Group** where you will
gain access to all the
support, not just from
me and my team
but also your fellow
challengers who are
participating in the
28 Day Challenge.



Here we lay out the rules of engagement for the 28 Day Fitness Challenge (28FC).

NON-NEGOTIABLES!

1. You must take before and after pics & measurements (instructions below)
2. You must post those on the PRIVATE FB Group:
<https://www.facebook.com/groups/28dayfitnesschallenge>
3. You must exercise every day following the programs provided
4. You can continue to exercise every day, with our programs, at our gym, or on your own, with your own trainer. But do work at intensity and daily! Don't skip a day!
5. You must update your progress after 14 days publically on the PRIVATE FB Group.

If you have decided to upgrade to the Platinum version, you have gained full access to the Platinum members area.

Once your payment through the link on www.28dayfitnesschallenge.com you will receive your instructions to login to the member's section, with a password and access all the downloadable forms, manuals and e-books.

There is actually a lot more we are going to add to the download sections and bonuses. So keep an eye out for those. Way more than we ever expected with this super affordable program. We normally include it in our higher coaching programs.

But we want you to see just how effective our programs can be and be able to help you in the long term, and way beyond just these initial 28 days.

Stay close to the Facebook Group page for additional coaching, tips and motivation as well as all the support from you fellow challengers.

Getting Started GUIDE

1. Download Your Forms

Login to the members' section and download the workout training programs and anything else you find useful. Tracking manual can be printed out in A4 or A5 (depending on how your eyesight is :)

2. You have 2 options for the next step.

Login to the members' section and download the workout training programs and anything else you find useful. Tracking manual can be printed out in A4 or A5 (depending on how your eyesight is :)

DECIDE HOW MUCH STRUCTURE YOU NEED!

If you know yourself well, and you know you need extra accountability and support, then I strongly encourage you to join the Platinum group. Coaching, accountability is the NUMBER ONE ESSENTIAL element that will help you achieve your goals.

Decide How
Much
Structure
You Need!



3. Clean out your pantry and fridge:

If the “bad” food is not in your house you won’t be able to eat it. Your family probably doesn’t need to be eating those processed foods you have committed to removing from the house for 28 days either, but if that is not realistic then create a place for “YOUR” food. Have a special cabinet where you will can all of your healthy food and arrange your fridge so that any non-compliant foods are not within your sight. Try to get the whole family in this with you, or at least have them try to support you in your efforts. No encouraging you to eat fast food. No pizza or McDonalds. No French fries. No fried food, period. And if you have to eat bread, eat rye bread.

4 Plan One week of meals:

“If you fail to plan, you plan to fail.”

This is going to take some planning and organization. Figure out which nights you will home to cook dinner and which nights you need a quicker option (a go-to meal or something from the freezer). Then plan what you will make for dinner the nights you are home. Make sure you will have some leftovers for breakfast and lunch. Also make a plan for some breakfast and lunch options that are quick and easy. This will make creating your grocery list very simple.



5. Grocery Shop: Using your grocery list on the next page, stock your fridge with lean proteins, eggs, and fresh fruits and vegetables. You may need to shop more often to ensure that your meat and produce are fresh. Fill your pantry with cooking staples such as coconut oil, almond meal, and a variety of spices.



Establish “Go-To Meals”:

Pick 2-3 meals that can be prepared in about 15 minutes on those nights that you get home late and don't feel like cooking. Some of my favorites are lean meat and salad, simple stir-fry, breakfast for dinner, eggs, veggies, and bacon or pork sausage topped with avocado. For lunch I often pick up a roast chicken from Woolies or Coles with a Greek Salad. My last tip/suggestion here is to cook several meals on the weekend and then freeze some. I often have turkey chili con carne, chicken vegetable soup, and chicken with steamed veg in the freezer.

7. Put together your Game Plan:

What situations will you be faced with over the next 28 days? Traveling? Out to dinner? Family get together? If you have a plan going in you WILL be successful. You may have to be a little bit selfish in some of these situations. This program is absolutely do-able with all of these situations. It just takes some planning.

Offer to cook or at least bring one dish that you know you can eat. If you will be eating out whenever possible take charge and pick the restaurant. Find a protein source and a vegetable; you may have to custom order, meaning create your own menu item. Plan ahead and bring your own dressing (olive oil, lemon juice, salt, & pepper).

8. **Choose activities/events** that are not centered around food. Meet a friend for tea, take a yoga class, or get outside for a walk.
9. **Enlist your Support Team:** Who will be your support system throughout this challenge? Don't forget, you always have your coach, the private Facebook group.
10. **Having a solid support team** that will not sabotage your efforts is critical. You may choose to not spend as much time with those who you feel do not/will not be supportive of you during this time.
11. **Complete all the tasks on the 28 Day Fitness Challenge 'Initial Checklist'**, tick them off one by one to ensure you follow all the instructions to help you get the best results.
12. **Complete all the tasks on the weekly check-sheet**, tick them off and send your coach in your FB chat group a photo of the completed page.



Get ready to
**KICK YOUR
GOALS**
and have
some fun!

DAN

So let's get into
what you need to do
FIRST.



MEASUREMENTS

- 1.Weight
- 2.Circumferences
- 3.Body fat %
- 4.Photos
- 5.Clothes
- 6.Basic Fitness
- 7.Energy
- 8.Happiness

Refer to the Measurements Guide in the download section.

WORKOUTS

During these **28 days** you are going to need to train at least 5 days per week. If you are already doing this that is great, if not get ready to start. For 28 days you should just suck it up and train!



The goal is to get in at least 2-3 strength days and 2-3 metabolic training days each week. The fifth training day can be your selection of either strength or metabolic or active recovery which might be actively engaged in some form of physical activity, a sport or back at the gym, boxing session etc.

I am also going to encourage you to walk for at least 20-30 minutes each day on top of your regular workouts. If you can find time this will help to get you a bit more active.

You are dedicated to getting results right?

I will be passing along videos for you to do at home for metabolic workouts on the Facebook group.

If you have some experience with training and working out, you can take the option of the more generic 101 Body weight workouts. There are 101 to choose from!

OR

The training program is your 'prescribed' Body Weight Program and it will tell you, DAY BY DAY, exactly what you need to do for your training. You can follow this step by step.



NUTRITION

This 28 Day Fitness

Challenge is a combination of three different nutrition principles that are very effective for fat loss. When we combine these three principles into one plan it creates a perfect storm for fat loss. The key is following the plan!

That's right. Eat when you're hungry and if isn't a lean protein or a vegetable in its natural form, **DON'T PUT IT IN YOUR MOUTH.**

The first principle that we are going to focus on is our protein and produce principle. This is basically sticking to lean proteins and green or colorful veggies for your meals to get the most out of your fat loss nutrition. The real trick here is the elimination of starchy and processed carbohydrates. This will boost your metabolism and teach your body how to incinerate fat all day long, every day!

Proteins and Vegetables. Protein and Vegetables.

Did you hear me say PROTEIN AND VEGETABLES??????



It's that easy. So stock your fridge full of yummy fresh fruit and vegetables and eat to your hearts content.

There are plenty of recipes in the download section of the site as well as some additional BONUS smoothie recipes

THIS is why this program is so simple, because the only thing you need to know is that.

PROTEIN and Vegetables!

Your week is going to look like this

| | |
|------------|---|
| Monday: | Protein and veggies |
| Tuesday | Protein and veggies |
| Wednesday: | Protein and veggies |
| Thursday: | Protein and veggies |
| Friday: | Protein and veggies |
| Saturday: | Anything you want |
| Sunday: | Reduce Intake to less than 800 calories |

On Saturdays you can pick your treat meal. This is to provide a mental break from the plan and allow for social activity. You have exactly 120 minutes to treat. I suggest sticking to a healthy option here if possible, but you are free to enjoy a little. Those that keep it healthy will get the best results.

The best recommendation to live by is “Don’t eat anything you will regret!” Apply what you have learned in the nutrition manual, like eating slow, waiting 20 minutes before re-ordering.

During these 28 days, it will be extremely important to plan your meals and weekly eating!

TRAVEL

Guide

If you are traveling during this 28 day program you will be challenged with eating well. I urge you to stick to the plan as closely as possible. Here is what you need to do while traveling.

1. Ensure you have enough protein – make protein bags for your trip!
2. Every morning, make time for cardio—at least one 20 metabolic workout each day!
3. Start the day off with a shake (simple protein and water).
4. At lunch stick to a salad with lots of veggies, chicken/ salmon (dressing on the side).
5. Dinner should be the same. Very simple.
6. Skip all other items. If it isn't on this list it should not go in your mouth!

I eat this way on trips all the time and most of the time I am so busy that I actually lose weight while I am gone. Pre-bag up all daily supplements and protein serving options and get a small blender bottle to help with your plan.

Stick with the protein and vegetables rule. It's that simple.

“If in doubt, shake it out!”

There is an entire list of body weight programs and workouts you can take with you in the download section.

No gym needed

No facilities needed

No equipment needed, and therefore

NO EXCUSES!



SUPPORT

There will be a time during your 28 day period in which you will need support. It is certain that you will want to quit, you will want to cheat, and you will want to throw in the towel. This will likely happen during the first 5 days. Get your mind set to make it through the first week!

If you need support, you should post on the Facebook page. Let everyone know that you are in need of a little encouragement. This is your first line of defense.

Post your success, your failures, and your troubles in this group. It is completely private and only those in this program can see your posts. I want you to be comfortable posting to the group.

If you need additional help, email me at the group. I will get to your questions as quick as possible.

If you still need help or need a good kick in the ass, you and I will set up a phone call to do a 15-minute coaching session. I will be a straight shooter during our calls. I call it like I see it, so don't expect a pat on the back if you aren't doing what you are supposed to do on the program. I will motivate you like you have never been motivated, but I will also be very honest with you.

Notes:

For those of you that like routine you can repeat this for all four weeks. If you want a change of pace or you don't like one of the meal options you can simply rotate out one of the recipes from Gourmet Nutrition and replace it with the same serving size. All meals need to be "Any Time" Meals. Do not substitute "Post Workout" Meals in this plan.

Fasting days and Velocity days are not interchangeable or negotiable.

Weigh-ins

I want you to monitor your weight once per week. Weigh yourself first thing in the morning; however you only record your weight each week on Monday morning. We will also be checking in with before and after pictures.

Ideally, take your before picture on a Monday and your after picture will be taken on Monday after your final Sunday Velocity Day!

Now, Let The Fun Begin!

28 DAY

Fitness Challenge Transition Plan

After your amazing 28 day transformation, it will be time to determine what your next steps are going to be with your nutrition. The only thing that I can tell you is that you cannot go back to eating the way you were before you started this 28 day journey.

You have worked too hard and made too many changes to allow yourself to fall back into your old habits and ruin your progress.

You really have two choices at this point:

- 1) Make more progress
- 2) Maintain your current body composition

If you are happy with your current weight and the way you look then the transition back to eating “regularly” will be pretty simple. If you desire to make further progress you will follow the transition plan for two weeks and then go right back into another 28 Day Fitness Challenge push. You can continue until you reach a weight you are satisfied with or it stops working for you.

To transition to a maintainable nutrition plan we will gradually wean you off fasting and velocity days. However, I want you to be able to use these new principles that you have learned if needed in your plan. A 16-18 hour period of fasting each week or a velocity day here and there won't hurt you. In fact, it might be just what you need to stay on track and make sure you continue your success.



Once you have reached your ideal weight, look, and body composition the plan is that you continue with the plan that helped you achieve the body of your dreams.



This is a **LIFESTYLE PLAN,** not a diet.

So tweak your nutrition intake, enjoy life and just keep an eye on your body composition weight and results. Enjoy your new lifestyle.

Continue to use the support group on Facebook! I am going to leave this up and keep everyone in it for

as long as you want. I will be there to support you all and answer any questions you might have as you go through this process.

Consider it a bonus for doing such an amazing job during your 28 day transformations.

And a special BONUS just for you, as a thank you for helping me to achieve my ultimate goal of **POSITIVELY IMPACTING ONE MILLION LIVES!**

Head over to this special link where you can continue your joining in our exclusive membership area with a massive discount of 70% off the regular price.

So for less than 1 Dollar Per Day, you can continue your journey, achieve incredible success, and gain access to us every month:

Here is the LINK:

www.28dayfitnesschallenge.com/special-offer