



CHALLENGERS WELCOME GUIDE



DISCLAIMER

All information and guidance provided is intended to help individuals progress towards their health, fitness, and weight loss goals. It is not tailored to address any injuries, health problems, or other issues that could be aggravated by low, moderate, or high intensity physical exercise. If you have any problems that may be exacerbated by a change in your fitness routine, please seek help from a GP, personal trainer, or other qualified professional.

The information and guidance provided throughout your GetFit21 challenge are general health improvement recommendations. They are not intended to stand in for professional medical advice, diagnosis, or treatment.

Though in-depth, science based information and specific workout routines are provided, individuals should not rely exclusively on information provided by GetFit21 or their GetFit21 coach for their health needs. This program is branded as a set of "guidelines" aimed at a broad spectrum audience. Any specific medical questions you have should be addressed by your own health care professional.

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WELCOME to GetFit21!

As you start this challenge, there are a lot of things you already know. You know you want to improve your health. You know you want to make changes in your diet. You know that you want to work on yourself so you can get the most out of your life. You know that you want to feel better.

But here's something you might not know - you've just taken the first step to achieving all of that, and more. By committing to this challenge you're pushing yourself out of the mindset you had yesterday into a new way of looking at your health, your weight, and your life.

We couldn't be more excited that you've come so far. But you've only just begun. You're in for an exciting - and transformative - 21 days.



WHAT IS GetFit21?

GetFit21 is a three week long challenge. For the next 21 days you'll eat better, exercise more, learn how to take the best care of your body possible, and work on growing a positive, disciplined, and self-loving mindset. You'll also have access to a wealth of science-backed information and guidance that will help you make the most out of every decision you make.

But that's just the beginning. The reason why GetFit21 works is because you'll never be doing any of this alone. You'll have a coach that checks in with you every day.

You'll have a group of new friends with which you can share encouragement, support, and knowledge throughout your journey. You'll have a connection to a wider network of people all over the world who are working as hard as you are to improve their health, their bodies, and their lives.

Your coach and your Challenge Team are all here to support you as you make a journey towards the kind of change that lasts. Our combination of science-backed guidance and positive, supportive relationships makes GetFit21 the only program of its type in the market today.

YOUR NEXT 21 Days

Are you ready to get started? Here's what you'll be doing for the next 21 days:

- 🕒 Checking in with your Challenge Team every day to support your new friends and post updates of your own journey
- 🕒 Learning 21 Core Fundamentals that will help you achieve the kind of mind, body, and life you want



- ④ Receiving guidance from a qualified coach who is dedicated to helping you through your journey
- ④ Making small changes to the way you approach your diet and exercise habits that will give you big results over time
- ④ Learning new exercise options that suit your preferences and lifestyle
- ④ Meeting new friends, sharing great accomplishments, getting support when the road gets tough, learning new skills, pushing yourself further, and having TONS of fun!

WAIT...WHY AM I DOING THIS FOR 21 DAYS? **Why Not Some Other Length of Time?**

Great question! Behavioral scientists have found that 21 days is the amount of time it takes to break bad habits and form new ones. By surrounding yourself with support and expert guidance for 21 days, you'll put yourself in a great position to make the kind of changes that last.

Every change you make will be hard at first, but by the end of 21 days, it will become a comfortable part of your new life.

THE GETFIT21 **Mentality**

What do you think about when you hear the word "diet?"

Not good, huh?

This four letter word conjures up feelings of hunger, deprivation, and shame. Diets tend to be fads that are restrictive to an unhealthy extent. In the end they bring you nothing but grief.

So who needs them?



One of the first things we'll ask you to do in your GetFit21 Challenge is remove the word "diet" from your vocabulary. Poof. It's gone. No more diets!

The very best way to start your journey to a healthy lifestyle is to let go of everything you've learned about dieting in the past. Replace it with the concept of "healthy eating." Diets have a beginning and an end. You can either do them "right," or fail them completely. Healthy eating, on the other hand, gives you a chance to make a much more lasting change.

Unlike diets, a healthy lifestyle doesn't have a set beginning and end. It doesn't give you false hope, unrealistic moments of success, and eventual disappointment and despair. It's an ongoing process. It provides real hope and real change.

Instead of focusing on what you can't eat or do, a healthy lifestyle is all about what you *can*. By making good choices, eating nourishing healthy foods, moving your body, and focusing on a healthy mindset, you'll be healthier, leaner, more energetic, and happier than you ever thought possible.

Building a lifestyle is a journey, and every journey begins with a step. When will you take yours? Why not now?

It's decision time.

You can continue to dream about a healthier lifestyle, losing weight, and looking better. Or you can make the choice *to do something about it today*. You can stay exactly where you are right now, or you can make a change. You can put off happiness to another day, or you can begin doing positive things that you know you are capable of doing *right now*



The choice is yours.

We understand it's not necessarily a simple choice. It's easy to fall into the trap of *someday*: "Someday I'll lose those extra pounds, but right now there's too many other things to take care of."

There's always going to be something that needs your attention, people to see, places to go, and things to do. Putting everything else before yourself and staying busy may feel like the right thing to do, but what you're really telling yourself is "I'm not worth the effort."

But here's the truth: you are worth it. You deserve to spend time on yourself. You deserve a better life.

Getting into that mindset may take a while, and the road you travel there may be rough, but in the end it will all be worth it.

It all comes down to one choice: do you pay today for the choices you made yesterday, or do you spend tomorrow reaping the rewards of the choices you made today?

The GetFit21 mindset is that you're worth more than a diet. You're worth more than a quick fix. You are a whole, complete person who deserves a whole, complete approach to weight loss. What's more, you deserve to start putting yourself first *today*.

That's how we feel, but the choice is up to you. Read through this section. Embrace it. Commit to it. When you do, you'll be ready to make the most of the next 21 days.

And remember: Today's choices are tomorrow's consequences.



YOUR THREE AREAS of Focus

Over the next 21 days you'll focus on making improvements in these three areas:

1 Healthy Eating: Nutrition is the foundation of fitness, as well as a healthy body. Throughout your challenge we'll equip you with what you need to know to make healthy food choices throughout your day.

2 Fitness: Regular exercise is crucial to a healthy body. It will make you stronger, leaner, healthier, and more likely to make great dietary choices. For the next 21 days we'll help you find the right kind of exercise for your lifestyle and level of fitness. Whether it's being active for 30 minutes a day, digging deeper into an activity you already enjoy, learning new ways to work out using your body weight, or discovering how much your body can do while seated, there's an approach to fitness that will work for you!

3 Personal Development: Your mindset and attitude towards what you eat, how you move, and how you feel will make or break your challenge. We'll help you grow in areas you may not have thought much about before in order to put you in a mindset of success.

YOUR Roadmap

You wouldn't set off on a road trip without looking at a map. Why would a journey to a better you be any different? Here's a roadmap for your next 21 days. It's a path that will lead you towards new, healthy habits and away from a routine that isn't doing you any good.



Define Your Why: What good is a map if you don't have a destination? Before you start your challenge, take some time to determine *why* you're setting out on this journey. Do you want to lose weight? Do you want to feel healthier? Do you want to exercise more? Do you want to better manage your diabetes? Do you just want to make a change? That's your *why*. Know it, understand it, and use it as a motivation throughout the next 21 days.

Exercise 5 Days a Week: Everyone who undertakes our 21 day challenge is strongly encouraged to exercise 30 minutes a day 5 times a week. That doesn't mean we expect you to run a marathon tomorrow, though! Look through the exercise guides we've provided, talk to your coach, and find the best level to start at. Accept where you're at, do what you can do, and don't push yourself to the point of injury.

Exercise during this challenge should be, well, challenging, but it shouldn't be damaging. Push yourself to move in a way that makes your life better, not worse.

Follow the 4-4-12 Method: The 4-4-12 method is a Core Fundamental that you'll learn a lot more about during your challenge. The basic concept is waiting 4-6 hours between breakfast and lunch, 4-6 hours between lunch and dinner, and 12 hours between dinner and breakfast the next day. By spacing out your meals and saying no to snacking, you'll put your body in the best position to burn as much fat as possible.

Create a Caloric Deficit: The key to weight loss is eating fewer calories than you burn. Throughout your challenge we'll let you know different ways you can do this. Portion control, eating plenty of protein, and drinking Unicity Complete will all help you get the deficit you're looking for.



Start Each Day with Unicity Complete: A high protein breakfast is proven to jump start your metabolism, help you lose weight and eat less throughout the day. We encourage all of our challengers to start every day with a serving of Complete. We also encourage you to have a Complete for a second meal every day for the first week of your challenge.

Reduce The Amount of Sugar You Eat: Sugar has a completely negative impact on your body. It gives you calories, but no nutrition. Avoiding sugar as much as possible will set you up for success.

Avoid Liquid Carbohydrates: Just like sugar, liquid carbohydrates (such as soda, juice, and alcoholic beverages) burden you with calories without providing much or any nutritional value. We encourage you to limit your servings to one or two a week, or (even better) to get them out of your diet completely.

Read the Ultimate Metabolic Nutrition Guide: The better your metabolic health, the faster you will lose weight. Read the Ultimate Metabolic Nutrition Guide to learn what you need to know to maximize your metabolic health.

Use My Fitness Pal: My Fitness Pal is an excellent way to track the calories you take in, as well as what you burn through exercise. Use it to log your food and exercise every day. If you do, you'll know for sure that you're sticking to your caloric deficit. You can find it online at myfitnesspal.com, or download an app through your smartphone's app store.

Understand and Avoid Temptation: There will be things in your life that tempt you to make poor choices. Think about what they are and create a strategy to avoid them. For example, if you're drinking Complete for breakfast,



you might be tempted to eat more if you sit with a group of people eating a full meal. If your cabinets are full of your favorite snacks, you might be tempted to go off your 4-4-12 plan. Take control of temptations - don't let them control you!

Understand Your Body: As you challenge yourself over the next 21 days, your body will go through some changes. We'll be asking you to eat more protein than you normally do, which means you'll need to drink more water than you may be used to. If you don't, you may find yourself getting a headache. You'll also be eating less sugar and carbohydrates than you usually do. Your body will need some time to adjust, and you may have some headaches while it detoxes. But that's not bad news! It means your body is getting back into balance and you'll soon be noticing positive changes in how you look and feel.

Connect with Your Teammates: Your support system will be your greatest asset throughout your challenge. Your teammates will be there to support you, give you encouragement, and hold you accountable. Be open to learning from them and hearing what they have to say. And don't be shy about giving back! The encouragement you give may be just what someone else needs to make a great choice.

Ask Your Coach for Advice: You're going to have questions along the way. Don't be afraid to ask your coach for answers. We guarantee that nothing will make your coach happier than knowing they've helped you learn more about how to live a better life. GetFit21 coaches are incredible resources, and incredible people. Take advantage of what your coach has to give.

Get Help from Friends and Family: Talk to your family and friends about your goals before you start your challenge. Ask them to help hold you accountable. If the



people around you tend to encourage you to make unhealthy choices, gently and lovingly ask that they stop doing so.

TRACKING Your Progress

Nothing is more motivating than seeing how far you've come! Tracking your progress throughout your 21 day challenge will help you stay motivated and give you clues about what's working and what isn't. We ask that you track your progress using three methods: photographs, measurements, and body weight.

Before starting your challenge, track where you are right now. This will be your starting point.

First, step on the scales. We know this might not be much fun, but getting an accurate picture of how much you weigh will be valuable in helping you monitor your progress. Write down the number, then put it away and don't think about it. You'll come back to it later, but right now it's only relevant as a starting point.

Next, take two pictures of yourself in the mirror - one facing front, and one facing the side. If you want to take more than those two, go for it! We recommend that men take their pictures in a pair of swimming trunks or shorts and that women wear a two piece bathing suit or a sports bra and shorts. Stand naturally with your feet together to get a realistic idea of what your body looks like right now. Save the photos somewhere, and then don't worry about them any more.

Finally, we encourage you to take body measurements before you begin. As you start to exercise more and grow stronger, you may find yourself losing inches before you lose pounds. This is because muscle weighs 8 times more



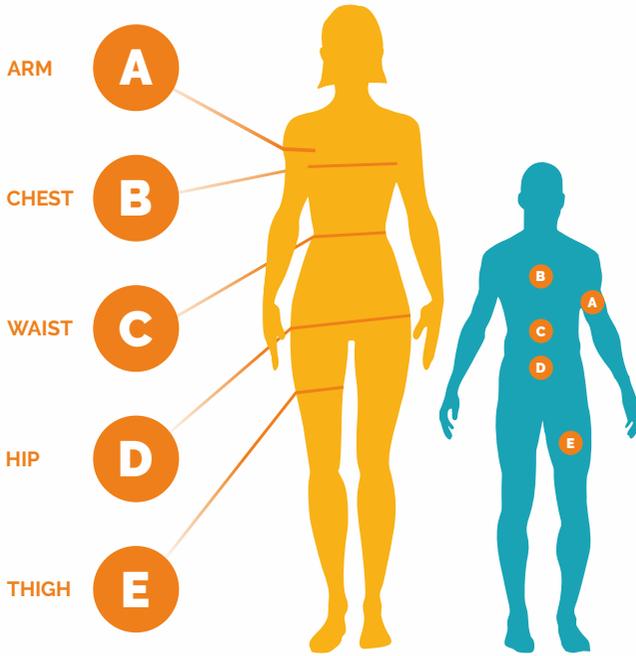
than fat per square inch! Keeping track of your measurements will give you a more complete picture of the changes your body has gone through, so it's something we highly encourage all of our GetFit21 challengers to do.

To measure yourself, get a flexible tape measure (such as what a seamstress would use to take measurements). Making sure that the tape is flush with your body (not digging in) and level with the floor, measure your chest, waist, hips, thighs, and upper arms. Measure yourself around the widest points of your chest, hips, thighs, and arms, and the narrowest point of your waist. Use the chart on the next page to keep track of your starting measurements, as well as the measurements you'll take at the end of your challenge.

21 days from now you'll weigh yourself again. Try to do so at around the same time of day and wearing the same clothes. Then, you'll take two more pictures of yourself wearing the same clothes and in the same poses you used before. Try to take the pictures in the same room and in the same type of light. Finally, measure the same five areas again, and record them in the chart.

If you stick with it, follow the guidelines laid out in the challenge, and get involved with your Challenge Team, there will be a big difference in your pictures, measurements, and in your weight. Tracking where you are now will give you even more reason to celebrate when you reach your goals.





DATE	A	B	C	D	E



EXERCISE Your Way

Getting active (or building upon your current activities) will change your body, your health, your attitude, and your life. Just as no two people are the same, everybody has unique attitudes and preferences on exercise. That's why we encourage all of our challengers to stay active in the way that's best suited to their interests and abilities. Which of these options sound best to you?

Bodyweight Exercises: Want to grow stronger, burn calories, lose weight, and improve your appearance anytime, anywhere? Then you'll love bodyweight exercise. Throughout your challenge you'll have access to expertly prepared bodyweight exercise routines that will work your muscles from head to toe.

Do What You Love: Are you coming into your challenge with a previously established exercise routine? Great! No need to change it. Whether it's tennis, biking, hiking, running, playing basketball, or any other type of exercise, keep it up for at least 30 minutes a day, 5 times a week. On days you're not able to do your preferred activity, challenge and strengthen your body with bodyweight exercises.

Be Active for 30 Minutes a Day: Being new to fitness or having limitations on how much activity you can do doesn't mean you can't join in on a challenge. Try being active for 30 minutes a day. This can mean taking a walk with your dog, going for a swim, or doing gentle yoga stretches. Block out a half hour every day to work on you.

Stay Seated: You can still exercise and improve your fitness, even if you're unable to stand for long periods of time. We have many exercises you can do while remaining seated to safely challenge yourself over the next 21 days.



Not sure which option is right for you? Check in with your coach - they're there to guide you to the right option.

WHAT KIND OF RESULTS Should You Expect?

GetFit21 isn't about dropping a specific number of pounds. It's about creating a healthy, sustainable lifestyle that leads to both short and long term results. That's why we focus more on fat loss instead of weight loss (which is why tracking through measurements and photos is such an important step!).

We invite you to consider success as more than simply seeing a lower number on the scale. Great results could mean committing to a healthier diet, building more muscle, losing inches, improving your cardiovascular function, or better controlling your blood sugar.

The results you see are also dependent on a number of different variables. Here are a few things to keep in mind when anticipating what your end result might be:

Metabolic Conditioning: Your level of metabolic fitness will influence how quickly you lose weight. For example, if you have been physically active, you will probably lose weight more quickly than someone who has been sedentary for most of their life. As we age, we tend to lose muscle and gain fat, which also lowers our metabolism. The regular exercise and resistance training you'll do as part of your challenge will stimulate muscle growth, which in turn will combat muscle loss and improve your metabolism.

Sugar Intake: It is completely unhelpful if your goal is fat loss. The more you're able to cut out sugar, the better your results will be.



Carb Intake: We encourage you to focus on eating healthy, complex carbohydrates and limiting your consumption of low quality processed carbs. The more you commit to choosing healthy carbs, the better your results will be.

Protein: A high protein diet is scientifically proven to lead to greater weight loss. Your commitment to eating enough protein every day will impact your results.

Replacing Meals with Shakes: Replacing meals with Unicity Complete is an effective way to start the day with a high protein, nutrient-dense, low calorie meal. The more committed you are to replacing meals with shakes, the better your results will be.

Eliminating Snacking: GetFit21 advocates a 4-4-12 eating plan. By waiting between meals and eliminating snacking, you allow your body to enter fat burning zones. This is a BIG deal. If you can commit to not snacking for 21 days, you will lose your desire to snack. The better you stick to this schedule, the happier you'll be with your results in both the short term and long term.

Exercise Discipline: Some days you'll want to skip exercising. Whether or not you follow through on your commitment to work out every day will influence your results. The more disciplined you are with your exercise routine, the more successful you'll be and the better you will feel about yourself.

Dietary Discipline: During your 21 days you'll be tempted to eat things you know you shouldn't, and to skip out on the foods you know will help you succeed. Your results will depend on how well you resist those temptations and stick to your food plan.



Emotional Discipline: How badly do you want to make a change? Are you willing to stick with it, even when it gets tough? If you commit to being emotionally disciplined, you're much more likely to see results.

Interacting with Your Challenge Team: Your Challenge Team is your greatest resource over the next 21 days. The more you take advantage of your coach's advice and your team's encouragement, the closer you'll get to your goals.

MY Goals

We're so excited that you're starting this 21 day challenge. But we're also curious - why are you here? What do you hope to gain? What are your goals?

Setting goals is a powerful step in changing your life. Even more powerful is setting your "why." Why do you want to make a change in your life? What will you be able to do when you achieve your goal that you can't do now? Why even bother?

Your goal is what you're working towards. Your why is what will motivate you to get there.

Now is the perfect time to decide on your goals and to define your why. Think about it, talk it over with friends and family, and ask your coach what they think. If you're still not sure what direction to head in, here are a few ideas to get you started:

By the end of my 21 day challenge, I want to...

-  Create a habit of exercising or being physically active every day
-  Create a habit of eating a high protein breakfast every day



- 🔄 Cut out liquid carbohydrates from my diet completely
- 🔄 Improve my stamina
- 🔄 Go down a dress or pant size
- 🔄 See an improvement in my blood sugar levels

Share your goals with the people in your challenge group. They'll be there to hold you accountable, and to celebrate with you when you get to where you want to be!

MY Commitments

The next 21 days can change your life. The results won't change your life, but what you learn can change your life. If you are not serious, the next 21 days can also lead to absolutely no change at all. How do you make the most of them? Commit to making a change.

Read through the following commitments. They may not all feel easy, but they are all things you can do. Understand them, embrace them, and see the kind of difference they can make in your body, your health, and your life.

I commit to...

Replacing 2 Meals with Unicity Complete for the First Week: For one week, replace two of your daily meals with Complete. You'll give your body the protein it needs to lose weight without sacrificing on nutrients.

Enjoying a Unicity Complete for Breakfast for the Second and Third Weeks: Start your day out right with a high protein shake. Make thoughtful food choices for your other two meals.

Following the 4-4-12 Method: Say yes to three filling, nutritious, and healthy meals every day. Say no to snacks. Committing to this method gives your body the highest



chance of weight loss success.

Logging My Food Every Day: Use My Fitness Pal to log the food you eat. This will help you keep track of which foods are most nutritious, which leave you feeling the most full, and which might be best to cut out of your diet.

Being Honest: Unless you're honest with yourself and your Challenge Team, you won't get anywhere. Be honest about your triumphs and struggles to get the accountability and feedback you need.

Being Coachable: Your coach is motivated by one thing - helping you improve your life. Be open to the advice they have to give.

Making Time: Your coach and Challenge Team can change your life... but only if you let them! Make time to check in with your team every day for guidance and encouragement. You definitely don't need to spend all day on Facebook, but **we strongly encourage all of our challengers to block out 15 minutes each day to connect with your team.** Check in with everyone, respond to your coach's posts, like and comment on what other people are doing, and enjoy how great it feels to connect with people who are working towards the same goals as you.

Following the Program for 21 Days: GetFit21 isn't supposed to be easy. There will be days you want to cheat. There will be days you want to give up. We're asking you right now to commit to following through. This challenge might be tough, but when you start seeing results the time will fly by.

GROUP Commitments

Your Challenge Team is your number one source for



accountability, encouragement, and information for the next 21 days. Getting to know the other challengers in your team will help you achieve your goals faster. It can also introduce you to people who will be friends for life.

In order to keep GetFit21 a positive experience for everyone involved, keep these group commitments in mind:

Privacy: Everything shared in your group is confidential. Do not share anything posted in your group, including all photos. Since this is a private group, if your coach tags you in a post, it will not be seen by anyone other than those in your Challenge Team.

Participation: Contribute to your team as often as possible, ideally every day. Ask questions on each day's lessons. Compliment other's pictures. Share your struggles or advice. Have fun! The more you put into your group, the more you'll get out of it.

Encouragement: Every time you like or comment on someone's posts, you're giving them a boost towards their goals. Above all else, your group is a place for encouragement. Commit to being a source of positivity throughout your challenge. Click "Like" or comment on everyone's post.

Accountability: You've committed to being disciplined about your diet and exercise habits. Your group is there to encourage you, but also hold you accountable to those commitments. Be open and honest about your struggles. Take advantage of this group of people who want to see you succeed. Be willing to answer to your group for the commitments you've made, and be a judgement-free source of accountability to others.

Photos: Here's the fun part! Every day, post a photo of you enjoying your Complete for breakfast and one of you



sweating during or after your workout. If you forget to take a photo, just click the LIKE button below the Complete or Exercise post of the day indicating you've done it.

RESOURCES

We want you to succeed! That's why we've created these resources for you to use throughout your challenge. We recommend checking them all out before you get started to make sure you're equipped for your next 21 days.

Exercise Guides: New to working out? Ready to change up your routine? We've created a guide just for you. Our exercise guides contain body-weight exercises you can use to get fit anytime, anywhere. These guides include photos and videos, so you can see exactly how to do each exercise.

Ultimate Metabolic Nutrition Guide: The food you eat has a big impact on your metabolic health. Our Ultimate Metabolic Nutrition Guide gives you everything you need to know to support your metabolic health through your diet.

100 Low Carb Recipes Guide: Need some inspiration for your next low carb meal? Check out our Low Carb Recipes Guide. It's filled with a hundred delicious, nutritious, and filling recipes that are low on carbohydrates and high on protein.

Diabetes 101: If you have diabetes or are at risk for developing it, managing your blood sugar is probably one of your GetFit21 goals. Our Diabetes 101 guide is a great place to start in understanding, managing, and preventing diabetes. A must-read for anyone who cares about their metabolic health!



Prediabetes 101: Prediabetes is a huge risk factor for developing Type 2 Diabetes. If you are prediabetic or are at risk of prediabetes, read this guide to learn about the steps you can take to protect your metabolic health.

60 Complete Recipes: Ready to take your high protein meals to the next level? Browse through 60 Complete Recipes for inspiration, guidance, and plenty of delicious ideas.

THINKING OF BECOMING a Coach

Becoming a GetFit21 coach is an incredible way to help and inspire others while continuing your own journey to better health. We're excited that you decided to start your journey with a GetFit21 challenge of your own.

If you choose to become a coach, one of the most important ways you can inspire your Challengers is to share your story. Now is the perfect opportunity to give your story an opening chapter. In addition to weighing yourself and taking all the key body measurements, we highly recommend getting blood work done now to better understand where you're starting.

Congratulations! Your Journey Starts Now!



YOUR Checklist

Excited to get started on your GetFit21 Challenge? So are we! Make sure you're starting out on the right foot by completing this checklist *before* your challenge begins.

- 1 Register for your challenge at [GetFit21.com](https://www.getfit21.com) if you have not already received a welcome email from GetFit21.com.
- 2 Find where your Challenge Team is on your Facebook page. If you're not sure where it is, ask your coach.
- 3 Weigh in, take your before photos, and take your measurements. Read more about this step in the "Tracking Your Progress" section of this guide.
- 4 Order your first month supply of Unicity Complete if you have not already placed this order.
- 5 Think about why you're taking on this challenge, and determine which goals you'll be working towards over the next 21 days.
- 6 Make a commitment to follow the program exactly the way the program is designed for 21 days and not allow excuses.
- 7 Block out 15 minutes in your schedule to check in with your challenge group *every day*.
- 8 Set yourself up for success by throwing away all the snacks, junk food and unhealthy beverages in your cabinets and refrigerator. This will test your commitment to getting healthy from the start.
- 9 Check in with your doctor or healthcare professional if there are any concerns about how a change in what you eat and how often you exercise may impact your health.
- 10 Invite your friends! The more people there to encourage and hold you accountable, the more you'll get out of your challenge. If you have a friend who wants to get involved, let your coach know.





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Quality. Results. Guaranteed.

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