



**BE MORE  
HUMAN PERFORMANCE**



# Welcome!

Welcome to the Be More Community. We are so excited to have you as part of the team and cannot wait to start working together toward your goals.

This is going to act as your go-to guide for all the questions you may have during the challenge. It is our goal to provide you with all the tools necessary for your success.

We know getting started on your fitness & health journey can be a little overwhelming, so we want to make it as easy as we can for you. This guide will cover all the basics when it comes to coaching, training, nutrition and answer any questions you may have about getting started.

Let me know if you have any questions. We are here to support you on this journey every step of the way.

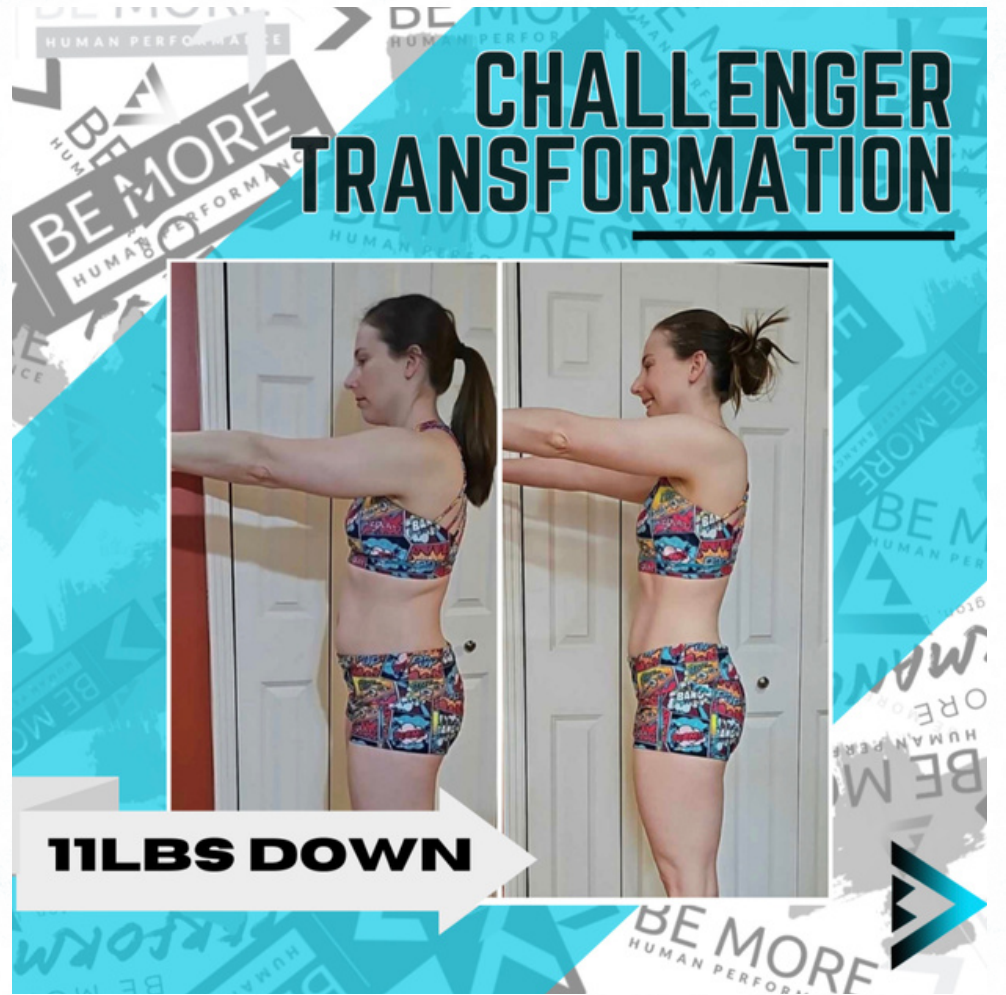
*Blakely Brennan*

PROGRAM DIRECTOR & COACH

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# Transformations



\*Weight-loss can range from 6-16lbs during 8-week challenge

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# Expectations

You are going to get out of this what you put into it. We are going to meet you exactly where you are & help you progress from week to week. We will give you all of the tools necessary to be successful, but we cannot do the work for you. It's all going to depend on your hard work, discipline, & consistency.

## WEEKLY REMINDERS:

1. Weekly Assessments, photos, & weigh-ins: Due every Wednesday by 11:59pm.

These are MANDATORY!

2. Team zoom calls every Wednesday at 6pm
3. Individual coaching calls (must schedule each week as needed)

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# Expectations

## FOR YOU:

1. Tracking food / water daily
2. Logging workouts (whether you follow a program in the app or upload custom workouts)
3. Turning in assessments EVERY WEEK on time (Open Monday-Wednesday every week) Must submit no later than 11:59pm Wednesday!
4. Uploading weekly progress photos & weigh-ins
5. If you follow the game plan you should start to see results within 2-3 weeks

## FROM US:

1. Weekly check-ins (your coach will respond to any message within 24 hours)
2. 1-on-1 coaching calls on nutrition (you must schedule)
3. Weekly team calls- every Wednesday at 6pm
4. Weekly education
5. Community support - FB Groups (Blakely-Be More Fit & 8-Week Back to the Basics Challenge)
6. Here for all the motivation, accountability, & support



# Progress Photo Guidelines

## SUBMITTING YOUR PHOTOS

1. Men: wear shorts; Women: sports bra & shorts or bathing suit
2. Do not cover midsection
3. Full body in frame
4. No flexing
5. Use good lighting (light should be coming at you)
6. Wear similar clothing from week to week
7. Use a solid background. Limit Distractions
8. Posture is KEY. Be confident of the hard work you are putting in!!!



# A Solid Game Plan Drives Results

## THE GAME PLAN:

1. Hit your protein daily
2. Hit your calories daily
3. Aim to incorporate 3-5 days of weight resistance training
4. Get 30-45 minute walk done daily
5. Drink 100-120oz water daily
6. Sleep 7-9 hours
7. Utilize foundational supplements

LET GO OF PERFECTION  
STRIVE FOR CONSISTENCY

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# It's all about Mindset!



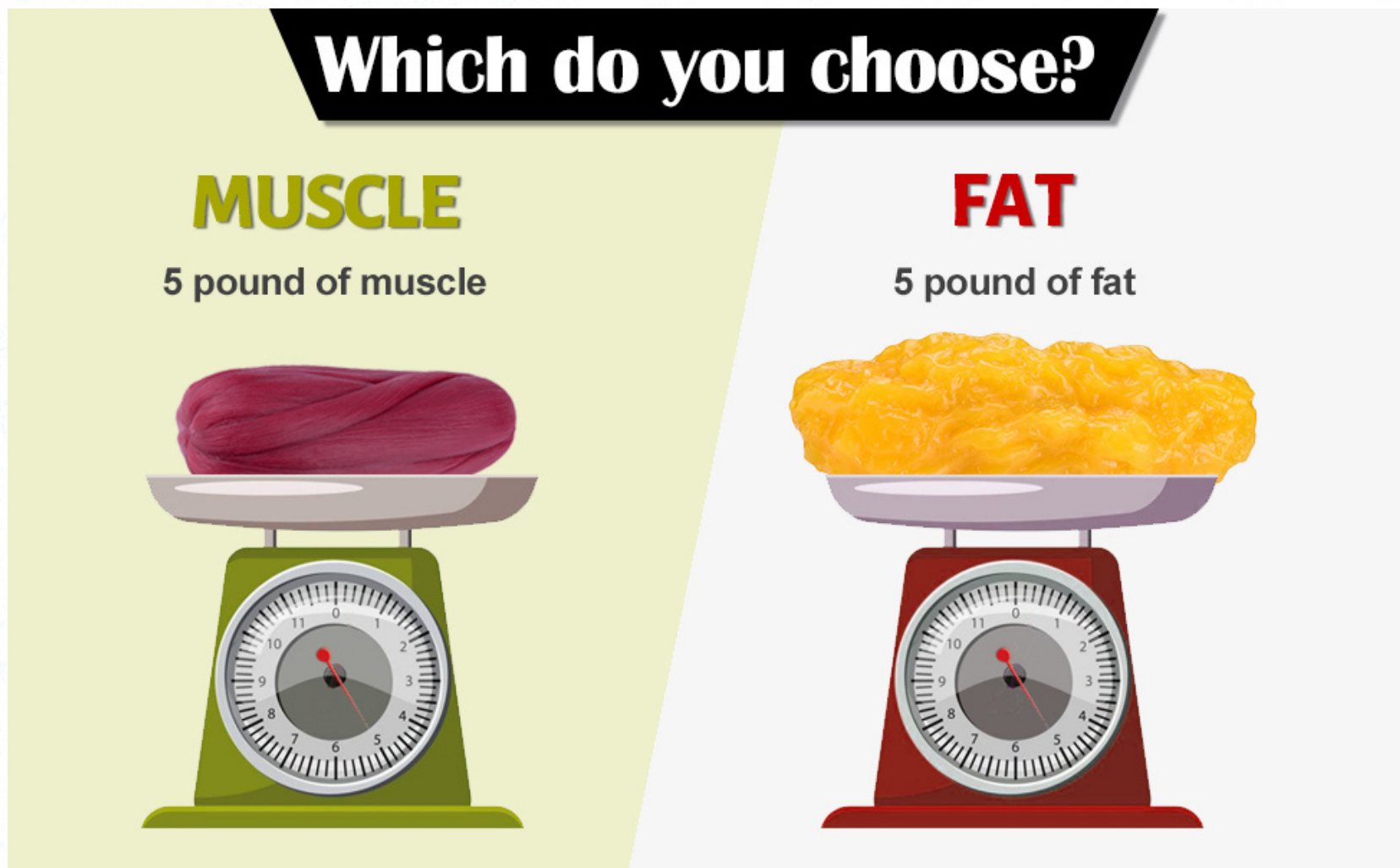
## REALITY CHECK!!

Your motivation will fade. So, if you're here to win prizes, you're here for the wrong reasons. You need to change your mindset and become the person who believes lifelong habits & good health are within your reach... because they are!

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# Fat loss not weight loss

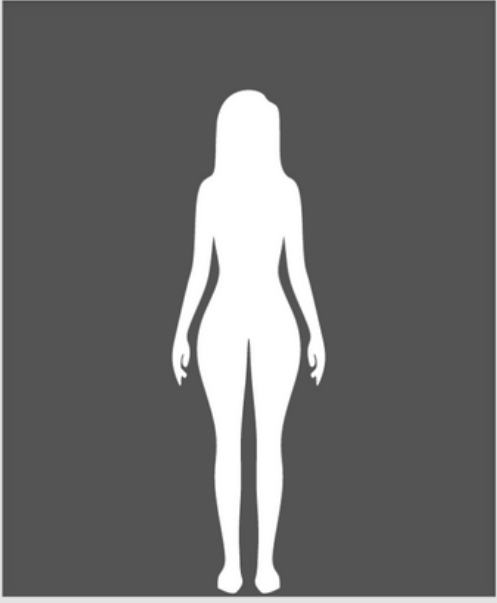

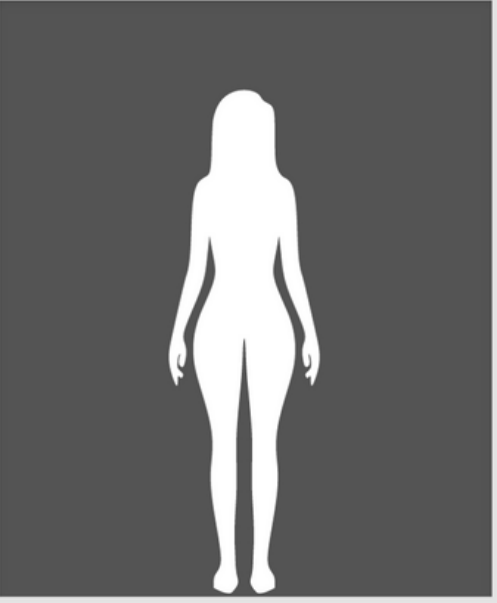


You can transform your body without  
losing a ton of weight.

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# Beyond the scale

		
<b>Front</b>	<b>Side</b>	<b>Back</b>
Stand with your feet shoulder width apart. With your shoulders rolled back, your arms should be inline with your legs and slightly away from your body.	Stand with your feet shoulder width apart. Turn to the side (same side for each picture) place hands behind your head.	Stand with your feet shoulder width apart. Face the wall and bring your hands slightly away from your body.

*The scale doesn't always reflect the progress you are making but pictures do!*

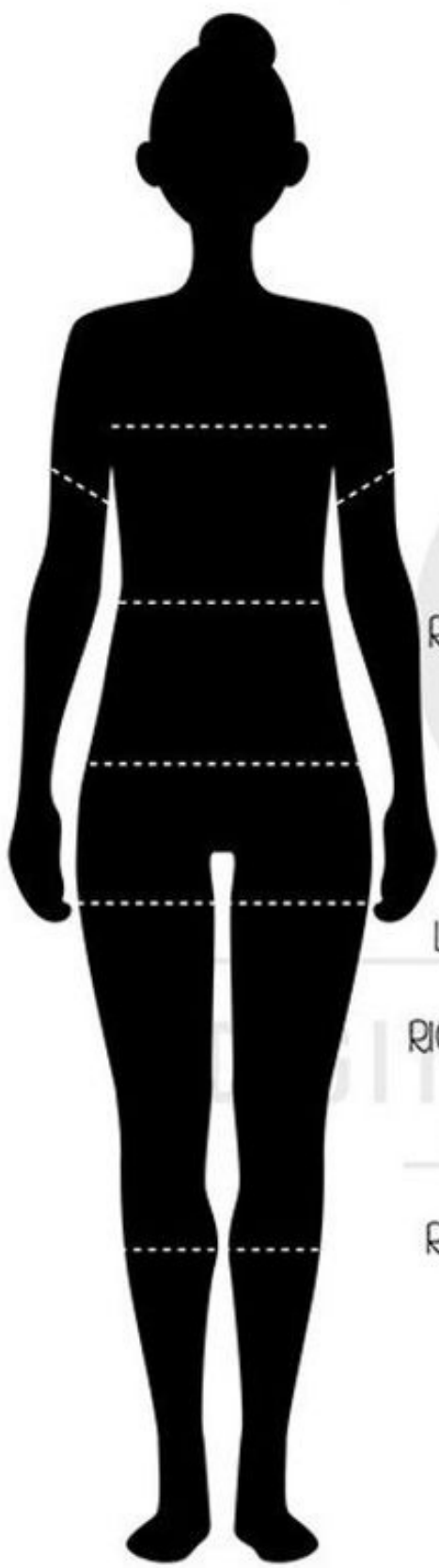
*Note: weekly progress photos are due every week by Wednesday at 11:59pm with your assessment.*

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# If you're losing inches, you are losing fat!!

## Body Measurements



*Before*

*After*

DATE \_\_\_\_\_

DATE \_\_\_\_\_

CHEST \_\_\_\_\_

CHEST \_\_\_\_\_

LEFT ARM \_\_\_\_\_

LEFT ARM \_\_\_\_\_

RIGHT ARM \_\_\_\_\_

RIGHT ARM \_\_\_\_\_

WAIST \_\_\_\_\_

WAIST \_\_\_\_\_

HIPS \_\_\_\_\_

HIPS \_\_\_\_\_

LEFT THIGH \_\_\_\_\_

LEFT THIGH \_\_\_\_\_

RIGHT THIGH \_\_\_\_\_

RIGHT THIGH \_\_\_\_\_

LEFT CALF \_\_\_\_\_

LEFT CALF \_\_\_\_\_

RIGHT CALF \_\_\_\_\_

RIGHT CALF \_\_\_\_\_

WEIGHT \_\_\_\_\_

WEIGHT \_\_\_\_\_

## NSV = NON-SCALE VICTORIES

Health improvements that result from small life changes. They may go unnoticed if you're only focused on the scale as a measure of your success.

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# Nutrition

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# MACRONUTRIENTS

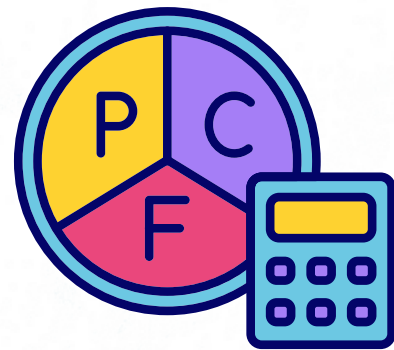
## CALORIES PER GRAM OF EACH MACRO

1g PROTEIN
4 CALORIES

1g CARB
4 CALORIES

1g FAT
9 CALORIES

## THE BASICS:



*Protein = Proteins are the building blocks of your cells & are responsible for building, repairing & maintaining lean muscle tissue.*

*Carbs = Carbs are going to be your body's #1 and preferred energy source. This will be your primary fuel source for HIIT & resistance training*

*Fats = Fats are going to be used for overall hormone production & balance, as well as sustained energy levels. Fat will be your primary fuel source during low intensity exercise & while at rest.*

**YOU MUST HAVE A  
FOOD SCALE**

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# FLEXIBLE MEALS

EVERY OTHER SUNDAY, YOU  
HAVE A "FREE MEAL"

*On Sunday of Week 2, you are allowed to have a flexible meal where you can eat whatever you want until you feel satisfied.*

*On our program, you will be eating plenty of calories from whole foods, so you should not be overly hungry!*

*The goal of the flexible meal every week is to allow you to have foods that you enjoy and help keep your metabolism up.*

*This is NOT an all you can eat binge. We are not trying to create a restrict or binge cycle. Enjoy your meal, eat until satisfied & then get back to the game plan.*

*This is not a "cheat meal." This is structured to be a part of your plan & it does NOT need to be tracked.*



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# FOOD LIST

## PROTEIN SOURCES:

Ahi Tuna steaks  
Bottom round steak  
Chicken Breast  
Collagen  
Cottage Cheese (2% or less)  
Deli meat (turkey)  
egg Whites  
eggs  
Eye of Round Steak  
Halibut  
Lamb  
Lean ground meat (90% or leaner)  
Lean ground turkey (90% or leaner)  
Level-1 protein  
Level-1 protein bars  
Greek Yogurt  
Pork Tenderloin  
Protein sticks (beef jerky)  
Salmon  
Scallops  
Shrimp  
Sirloin Tip  
Tilapia  
Top round Steak  
Top Sirloin Steak  
Turkey Bacon  
Turkey Sausage  
Tuna (canned)  
Venison



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# FOOD LIST

## CARB SOURCES:

Oatmeal  
Rice (white or brown)  
Quinoa  
Potatoes  
Sweet potatoes  
Ezekiel bread  
Sourdough bread  
Chickpea pasta  
Berries (blueberries, strawberries,  
blackberries, raspberries)  
Kiwi  
Grapefruit  
Oranges  
Bananas  
Pineapples  
Cherries  
Beans (black, kidney, lima, pinto)  
Oat flour  
Pancake flour  
Powdered PB  
Rice cakes  
Cream of rice  
Granolas



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# FOOD LIST

## FAT SOURCES:

Avocado  
Guacamole  
Butter  
Ghee  
Extra virgin olive oil  
Extra virgin coconut oil  
Grapeseed oil  
Macadamia nut oil  
Beef tallow  
Bone marrow  
Hummus  
Cheese  
Heavy cream  
Almond/PB/cashew butter  
Walnuts  
Pecans  
Almonds  
Cashews  
Pistachios  
Pumpkin seeds  
Chia seeds  
Flax seeds  
Peanuts  
Unsweetened almond, cashew,  
coconut milk



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# FOOD LIST

## VEGGIE SOURCES:

Asparagus  
Artichokes  
Brussel sprouts  
Broccoli  
Bean sprouts  
Cabbage  
Celery  
Coleslaw  
Cucumber  
Carrots  
Eggplant  
Greens (collard, kale,  
mustard, turnip)  
Green beans  
Kimchi  
Leeks  
Mushrooms  
Okra  
Onions  
Pea pos  
Peppers  
Radishes  
Salad greens  
Sauerkraut  
Sprouts  
Squash  
Spaghetti Squash  
Spinach



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# FOOD LIST

## SAUCES, CONDIMENTS, & DRINKS

Apple cider vinegar  
Balsamic vinegar  
Bragg's aminos  
Cooking spray  
Dijon mustard  
Extracts  
Fresh/dried herbs  
Hot sauce  
Garlic  
Raw cacao  
Ranch powder  
White wine vinegar  
Red wine vinegar  
Salsa (<2g sugar)  
Coconut aminos  
Tessamea products  
G. Hughes products

Water  
Black coffee  
Electrolyte packets  
Bubbly  
Lemon water  
LaCroix  
Unsweet black tea  
Unsweet green tea  
Zevia

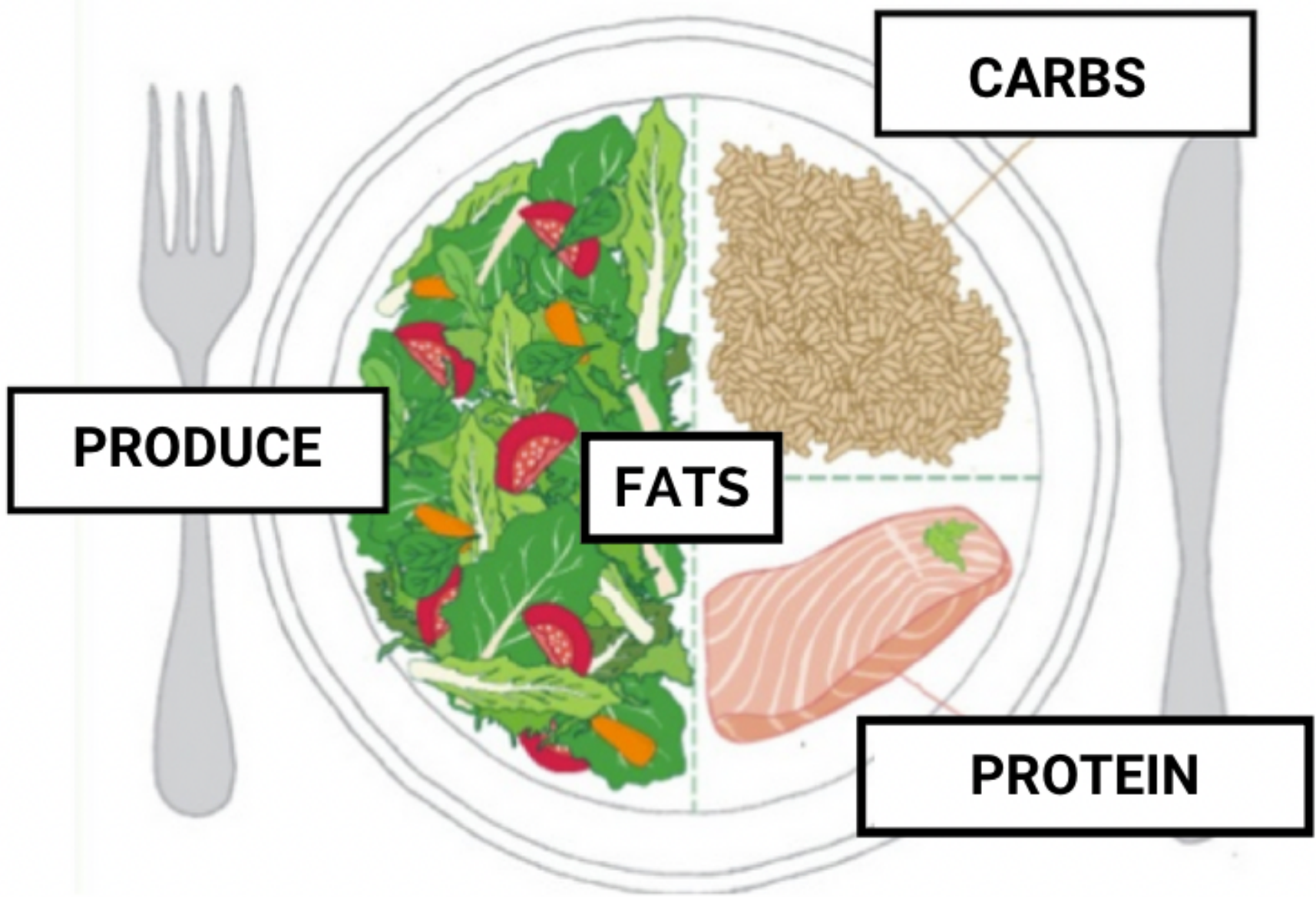


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# BUILDING YOUR PLATE

A balanced plate includes:



1. Always center your meals around protein
  2. Add your energy source (carbs & fat)
  3. Load up on veggies!
- \*Always be sure to measure fats, they add up QUICK!

*Keep it Simple!!*

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# Guidelines



## TRACKING MACROS:

You will be tracking all of your meals within the 1stPhorm app. We will be able to see everything you log from there.

## PROTEIN:

Be sure to include a variety of protein sources at every meals



## CALORIES:

Make sure you are consistently hitting your calories whether you are in a surplus, deficit, or maintenance phase

## MOVEMENT:

Aim to workout 3-5 days per week & walk daily 30-45 minutes daily



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# Guidelines



## WATER:

Aim to drink 100-120oz per day & log it in the 1stPhorm app

## CARBS:

Make sure you are getting a variety of carbs from whole food in your diet such as rice, potatoes, quinoa, & oats (refer to food list)



## FATS:

Make sure you are using a variety of healthy fats in your diet like olive oil, avocado, nuts/seeds etc. (refer to food list)

## VEGETABLES:

Include a wide variety of vegetables in your diet to provide your body with essential vitamins & minerals. Aim for 5-7 servings per day (refer to food list)



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# Guidelines



## STICK TO THE FOOD LIST:

You will be tracking all of your meals within the 1stPhorm app. We will be able to see everything you log in the app

## PROTEIN SHAKES:

Protein shakes are a convenient alternative to whole food meals (& a great way to kill sugar cravings).  
Limit to 2 per day.



## LIMIT DAIRY:

Because its easy to overdo dairy, we recommend limiting dairy intake to no more than 3 servings per day (including protein shakes)



## LIMIT ALCOHOL:

Alcohol is going to be counterproductive to your goals. It will be limited to your flexible meals. No more than 2 drinks



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# Supplements

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# Microfactor



## COMPLETE DAILY NUTRIENT PACK:

- Improve overall health
- Optimize metabolism
- Improve natural energy levels
- Boost immune function

## WHAT GAP DOES IT FILL?

You should consume 5-7 servings of a wide variety of fruits & veggies everyday (roughly 10-14 cups)

## SIGNS OF VITAMIN DEFICIENCY:

Lethargic, low energy  
Weakened immune system  
Slow metabolism  
Brittle hair & nails  
Brain fog  
Poor recovery from training

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# Level-1



## SUSTAINED ASSIMILATION PROTEIN:

- Whey protein concentrate
- Mimics digestion of whole food
- Helps you hit your protein goal
- 23-25g protein per scoop

## HOW TO USE:

Use as a meal replacement shake. Just add  
6-8oz water (or milk)

Can be used for baking - muffins, cake, cookies,  
pancakes, waffles

Add to Greek yogurt, smoothies & oats for  
additional protein

[CLICK HERE](#)



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# Opti-Greens 50



## GREENS SUPERFOOD POWDER:

- Optimize gut health:
- Aid in digestion & nutrient absorption
- Decrease bloating
- Boost immune function
- Improves & stabilizes blood sugar

## WHAT GAP DOES IT FILL?

You would want to consume 2-3 servings tropical fruit & 2-3 servings of fermented foods every day to get in the recommended amount of probiotics & digestive enzymes.

## SIGNS OF POOR GUT HEALTH:

Low energy  
Irregular bowel movements  
Feeling full or bloated  
Constantly hungry or full  
Sick often  
Unbalanced hormones  
Acne, dry skin, eczema, & vitamin & mineral deficiencies

[CLICK HERE](#)



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# Full Mega



## HIGH-QUALITY OMEGA-3S

- Decreases inflammation
- Relieves achy joints
- Improves cholesterol levels
- Increases cognitive function

## WHAT GAP DOES IT FILL?

You should consume  
3-5 servings of fresh wild caught cold water  
fatty fish per week  
(mackerel, salmon, sardines, anchovies, herring)

## SIGNS OF OMEGA-3 DEFICIENCY

Skin irritation & dryness  
Depression, anxiety, mood swings  
Dry eyes  
Joint pain & stiffness  
Increased inflammation  
Hair changes  
Earwax build up  
Brittle nails  
Insomnia

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# Post-Workout Stack



## RAPID ASSIMILATION PROTEIN & FAST-ACTING CARBS

- Utilize in the post workout setting
- Replenish energy depleted in training
- Build & repair muscle tissue
- Decreases muscle soreness
- Improve recovery

## HOW TO USE:

Men: mix 2 scoops of phormula-1 & 1 scoop of ignition with 8-10oz water

Women: mix 1 scoop Phormula-1 & 1/2 scoop Ignition with 8-10oz water

Only use Ignition after intense training sessions (not needed after walks, yoga, low intensity exercise)

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# Magnesium

## BENEFITS:



- 6 Different types of magnesium
- Promote mental & physical relaxation
- Promotes more restful sleep
- Improves energy & mood
- Improves muscle pain
- Heart health
- Relieves constipation / promote regular bowels
- Increase athletic performance
- Optimize digestion
- Bone health
- Energy production
- Helps with sleep, depression, anxiety

## HOW TO USE:

Mix 1 scoop in 6-8 oz water  
\*Drink before bed to help promote better night sleep & relaxation

[CLICK HERE](#)



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## **WE ARE NOT DOCTORS**

As with any diet and exercise program, you should consult with your primary care physician (PCP) before starting the program. The program is intended to supplement - not replace - medical care or advice as part of a healthy lifestyle. The information you receive from your coach and within this guide should be used in conjunction with the guidance and care of your PCP. We are not medical professionals and the challenge is not designed to treat or cure any health conditions. If you do not feel well at any point during the challenge, STOP and contact your PCP immediately.

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