



# **SWEAT NUTRITIONAL AND EXERCISE EDUCATION PROGRAM**

**A COMPLETE GUIDE TO REACHING YOUR FITNESS GOALS**

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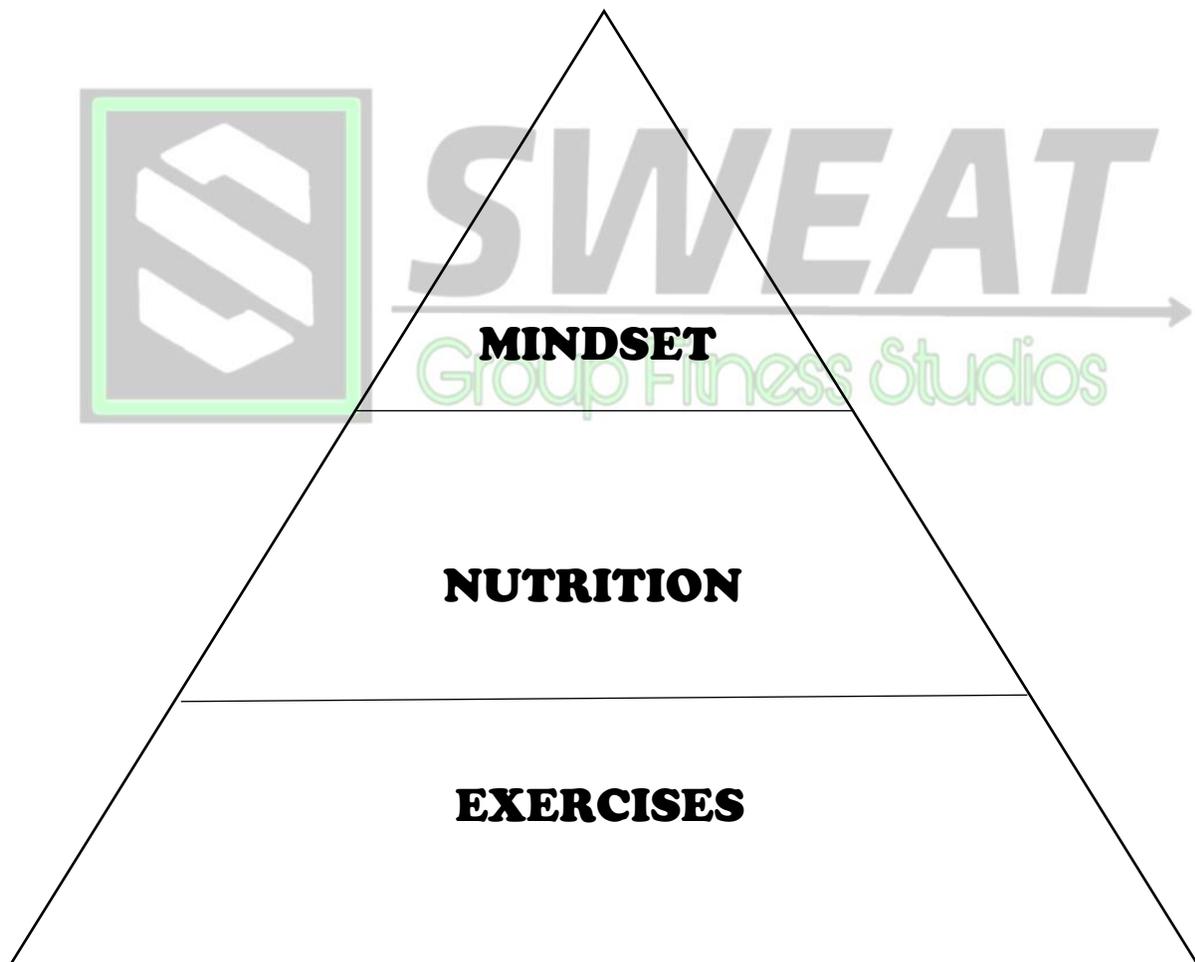
## **DISCLAIMER**

You should consult your physician or other health care professional before starting this or any other fitness program as well as making any nutritional changes to determine if it is right for your needs. This Fitness Plan and Guide by SWEAT offers health, fitness and nutritional information and is designed for educational purposes only. You should not rely on the following material and all subsequent information as a substitute or replacement for professional medical advice, diagnosis, treatment, or rehabilitation. The information distributed and promoted are meant to supplement, not replace, proper exercise training. By engaging in this program, you acknowledge that it is your sole responsibility to consult with your physician regarding both your medical fitness to engage in this exercise program and any medical or physical conditions which might arise during your exercise program. If you have any concerns or questions about your health, you agree to consult with a physician or other health-care professional. You further agree to not disregard, avoid or delay obtaining medical or health related advice from your health-care professional regarding information or suggestions provided. The use of any information provided, distributed, and promoted are to be used solely at your own risk. Please discuss all nutritional changes with your physician or a registered dietician. Don't perform any exercise without proper instruction. Always perform a warm-up prior to performing any type of physical activity. If you experience faintness, dizziness, pain or shortness of breath at any time while exercising you should stop immediately and arrange to be seen and evaluate by a physician. Developments in medical research may impact the health, fitness and nutritional advice that is promoted and distributed. No guarantee can be given that the advice promoted and distributed will always include the most recent findings or developments with respect to that particular subject. All exercise poses possible risk of injury or death, depending upon your underlying medical condition. We advise everyone to take full responsibility for their safety and know their limits. Do not take risks beyond your level of experience, expertise, training and fitness level. Don't perform any exercise unless you have been shown the proper technique by a certified fitness professional (personal trainer or certified strength and conditioning specialist). By enrolling in the program, you agree to consult your physician or other health care professional before starting this fitness program.





# **PYRAMID OF SUCCESS**





## **ZONE TRAINING**

Cardiovascular activity should be performed in your Target Heart Rate (THR).

THR is the optimal fat burning and cardio endurance zone.

Maximum Heart Rate (MHR) is the most beats per minute the heart can take without going into cardiac arrest or heart failure.



**Formula for your MHR?  $220 - \text{AGE} = \text{MHR}$**

**Formula for your THR?  $70\text{-}80\% \text{ of your MHR} = \text{THR}$**

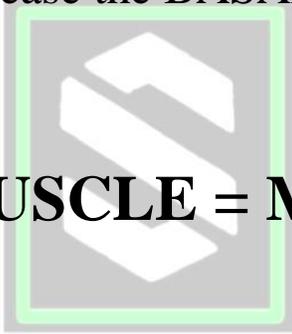
**The higher of that 80% the more FAT you burn!**



# **WEIGHT TRAINING**

Proper weight training will increase lean muscle tissue on the body while strengthening joints, tendons and increases bone density. Increasing lean muscle on the skeletal frame will also increase the **BASAL METABOLIC RATE (BMR)**!

**MUSCLE = METABOLISM**



**SWEAT**  
Group Fitness Studios

**FACT: IT TAKES 4-6 WEEKS TO GAIN 1 POUND OF MUSCLE**

**FACT: 1 POUND OF MUSCLE BURNS 50 CALORIES A DAY AT REST**

**FACT: 10 POUNDS OF MUSCLE BURNS 500 CALORIES A DAY AT REST**

**FACT: 500 CALORIES X 7 DAYS A WEEK = 1 POUND OF FAT**



**SWEAT'S SECRET WEAPONS**

**MOTIVATION**

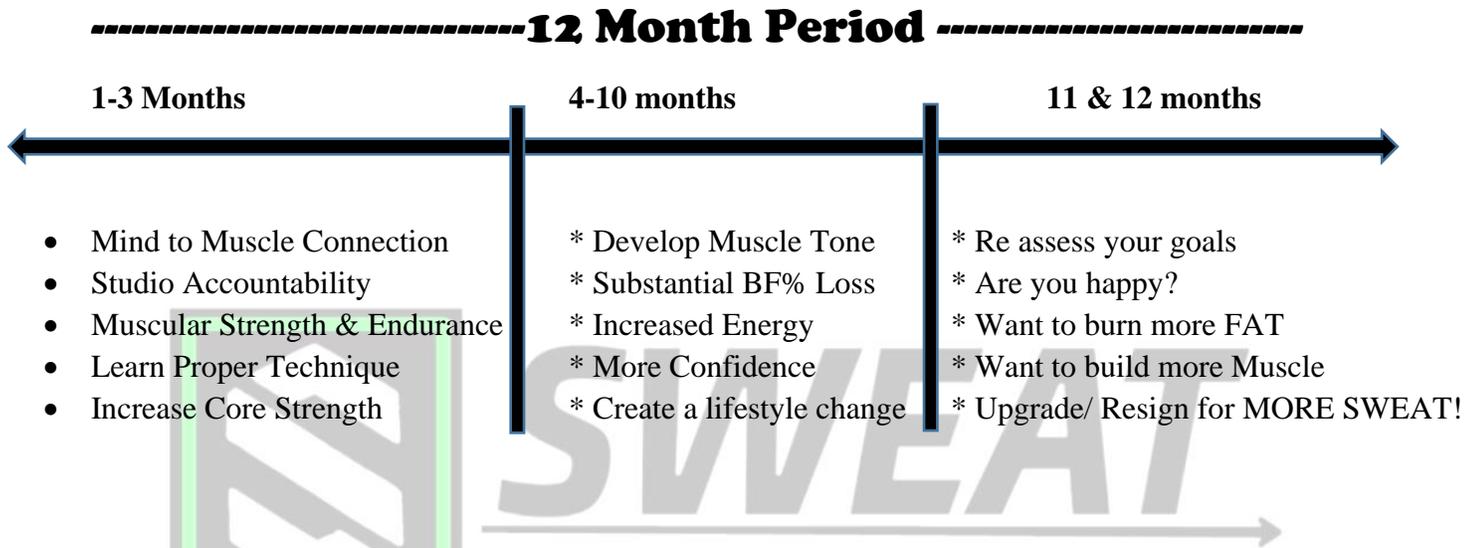
**ACCOUNTABILITY**

**STRUCTURE**

**KNOWLEDGE**



## TIMELINE

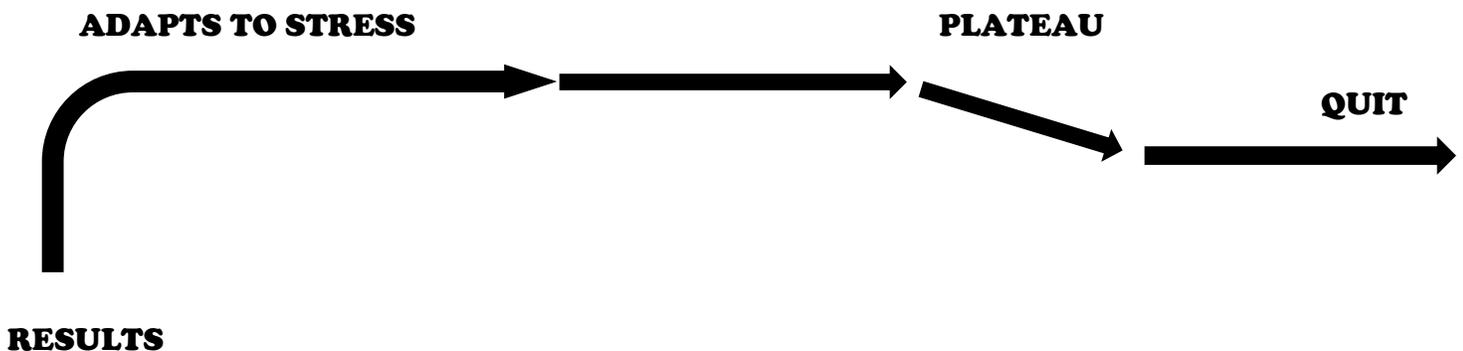


**REMEMBER: IT TAKES APPROXIMATELY 10 TO 14 MONTHS TO BUILD 10 POUNDS OF MUSCLE**

**FACT: MOST PEOPLE QUIT DUE TO LACK OF RESULTS BUT RESULTS COME SLOW DUE TO LACK OF CONSISTENCY BE PATIENT AND STAY CONSISTENT.**

**FACT: PLATEAUS ARE INEVITABLE, THEREFORE PLAN YOUR ATTACK SO YOU'RE PREPARED WHEN ONE COMES UP**

**"NEVER GET INTO A COMFORTABLE ROUTINE" ROUTINE = PLATEAU**





## PROTEINS

Chicken Breast  
Turkey Breast  
Lean Ground Turkey  
Top Round Steak  
Sirloin Steak  
Lean Ground Beef  
Lean Ham  
Wild Game Meats  
Egg Whites  
Egg Substitute  
Tuna  
Sword Fish  
Orange Roughy  
Steamed Salmon  
Crap  
Lobster  
Shrimp  
L- Fat Cottage Cheese

## CARBOHYDRATES

Baked Potatoes  
Sweet Potato  
Yams  
Squash  
Beans  
Corn  
Brown Rice  
Wild Rice  
Pasta  
Oatmeal  
Rice Cakes  
High Fiber Cereal  
Pop Corn  
Tortillas  
Whole Grain Breads  
Apples  
Oranges  
Fat Free Yogurt

## VEGETABLES

Broccoli  
Asparagus  
Lettuce  
Carrots  
Cauliflower  
Green Beans  
Green Peppers  
Mushrooms  
Spinach  
Tomatoes  
Peas  
Onions  
Brussel Sprouts  
Artichokes  
Cabbage  
Celery  
Zucchini  
Cucumbers

## FATS ALLOWED

Avocado  
Sunflower Seeds  
Pumpkin Seeds  
Cold Water Fish  
Natural Peanut Butter  
Low Fat Cheese  
Low-Fat Salad Dressings  
Low Sodium Nuts  
Olives  
Olive Oil  
Canola Oil  
Sunflower Oil  
Flaxseed Oil

## FATS TO AVOID

Butter  
Mayo  
Fried Foods  
Whole Fat Dairy

## VEGETARIAN PROTEIN SOURCES

Temph

Tofu

Soy Foods

Seitan

Textured Vegetable Protein

Veggie Burger

# BASIC RULES TO YOUR DIET

- EAT 4 TO 6 TIMES PER DAY.** This, as we discussed, will help to boost your metabolism so that you will be burning calories and melting fat all day long. This also helps keep your blood sugar stable all day so that you can maximize your energy levels. So make sure you are eating within 1 hour of waking up and 2 to 2.5 hours after each meal.
- COMBINING CARBS AND PROTEIN WITH EACH MEAL.** Every meal you consume should include proteins and carbs. This combo is easier for your body to break down and won't be stored as fat.
- COMBINE FATS WITH PROTEIN AND VEGETABLES.** Consuming and combining your fats and carbohydrates together tends to make it extremely difficult for the body to break them down. With that in mind and for optimum fat loss, it may be best to consume your good fats with carbs in the form of a vegetable.
- EAT APPROPRIATE PORTIONS.** As we already discussed before, we need to make sure you're consuming the right amount of calories for your body. Do not overfeed yourself, as this will surely make your body store any unused energy as FAT!
- PLAN YOUR MEALS IN ADVANCE.** Make sure that you plan your meals and snacks the day before, as this makes it easier to stick with your meal and food plan. **DO NOT CHEAT**
- WATER INTAKE.** It's super important that you stay hydrated throughout the day in order to help build lean muscle and burn body fat. As a good rule of thumb you need to drink about 1 to 1 ½ gallons per day. And if you drink lots of coffee you will definitely need to drink that gallon of water since these are natural diuretics.
- STAY FOCUSED.** This is very important for getting the results we've talked about. Just remember that these rules are 80% of what it takes for you to see the results you've asked for. Every time you think about cheating on food or your routine just imagine how you will feel after you complete the cheat. Are you going to be satisfied? Will you regret it? You must have patience.... Trust me, it will be worth it!!!! **DON'T CHEAT!!!!**



## **Group Fitness Program Check- List**

We want you to start off on a good foot here at SWEAT, so we are going to help you by giving you a simple check list to mark as you prepare for your first day of class. Once you have Completed a task simply check it off thus increasing your chances for a great start.

- Purchase some sturdy thick workout gloves for lifting weights
- Have athletic shoes when you train (preferably cross trainers to protect your ankles)
- Have a workout towel (you will need it)
- Don't forget your inhaler
- Knee Braces or almost essential when training. Find a "thick" pair to protect your legs.
- Icy Hot or an anti-inflammation cream
  
- Go get your Tupperware or meal prep dishes
- Buy a scale for food measuring
- Buy a weight scale for you
- Buy a measuring tape
- Have your grocery list prepared
  
- Read the complete Group Fitness Nutritional Program
- Establish all your nutritional goals and guidelines
- Create a workout routine (class schedule) that you know you will stick to
- Create a my fitness pal account profile to track macros



## **WEIGHT MANAGEMENT**

If you've been through several diets you're not alone. According to the National Institute of Health, approximately 98% of all dieters gain their original weight back and sometimes even more. In order to achieve permanent weight management, it is important to understand the difference between weight-loss and fat-loss.

### **FACTS:**

- Commercial weight loss programs experience a 98% failure rate
- The commercial weight loss market generates approx.\$36 billion dollars each year on repeat business.
- There's no "magic pill", everyone is genetically different.
- You must complement nutrition with exercise to achieve long-term weight management results. If not, you will have muscle loss versus FAT LOSS

### **CURE-ALL DIETS= FAILURE**

Commercial diets have a basic design flaw: they promote weight-loss instead of fat loss. Restricting yourself to a low calorie diet or liquid diet promotes loss of water and muscle weight. As you resume normal eating habits, you gain the weight back and yo-yo cycling begins all over again.

### **THE UNSUCCESSFUL SCALE**

Proper nutrition will help you maintain and build muscle while losing fat. Your body image should be based upon clothing fitment, measurements and body fat percentage: not how much you weigh. TIP: The bathroom scale does not reveal fat loss.

### **THE FEELING OF HUNGER / CRAVINGS**

Humans have a phenomenal survival mechanism for storing fat. Years ago, early man ate everything they could with meals being weeks apart. In order to survive, the body stored fat for long lasting energy and we have not evolved from this state. The body continually makes instinctive adjustments to stay alive and dieting is no exception. In your mind it's just dieting, but your body believes it's starving. The result; your body craves high calorie food in order to restore fat for fuel.



## **FOOD GUIDE BASICS**

### **WHAT'S A HEALTHY DIET?**

A healthy diet is one that emphasizes fruits, vegetables, whole grains, and fat free or low-fat milk products. In addition, lean meats, poultry, fish, beans, eggs and nuts, which are low in saturated fats, trans fats, cholesterol, salt and added sugars, are recommended.

### **FOOD GUIDE BASICS: 60% Carbohydrates, 20% Protein, & 20% Fat**

These are the general starting ranges for your macronutrients (*Carbs, Proteins and Fats*) that you should start with whether you are trying to lose or gain weight.

- **Carbs** 4kcal per 1 gram
- **Protein** 4kcal per 1 gram
- **Fat** 9kcal per 1 gram
- **Alcohol** 7kcal per 1 gram

### **PORTION CONTROL**

It is highly recommended that you accurately record your eating and exercising habits within the first 30 days of your group fitness program. Under eating over or over eating can cause muscle loss or fat. Many of us under estimate (70%) our true caloric intake and over estimate how much we truly burn during exercise.... SO PLEASE Chart your food. Challenge yourself during this program to put forth maximum effort and to buy all necessary items to help you such as measuring cups and food scales.

### **DID YOU KNOW.....**

- ½ cup of rice is the same size as a tennis ball
- 2 ounces of dried spaghetti is about the same diameter as a nickel
- 1 oz. of cheese is about the same size as a 1" cube
- 3 oz. of meat is about the same size as a deck of cards
- 12 ounces of potatoes is about the same size of a baseball

### **FAST FOOD TIPS**

- Always order thin crust pizza
- When ordering bread always ask for condiments on the side
- Remove skin from chicken
- Get brown rice over steamed rice
- Order egg whites over whole egg
- Charbroiled burger rather than griddle; griddle means fried
- White meat over dark meat
- Order salad dressings on the side or use mustard instead (zero calories)



## HOW TO USE THE MY FITNESS PAL APP

Getting started is easy. Simply download MyFitnessPal and tell them a little bit about yourself. They provide you with a daily calorie target that's personalized to help you reach your goals. After that, you're ready to start tracking.

The key to success on MyFitnessPal is consistent tracking. As you track, you'll learn about your eating habits and how to make healthier choices. You'll also gain a better understanding of the impact of exercise on your progress toward your goals. As tracking becomes a habit, you'll start to see how your healthy habits impact the numbers you see on the scale. *The more you track, the more likely you are to reach your goals.*

1. Tracking gets easier the more you do it.
2. It's always better to track something versus nothing at all.
3. You can start building the habit of tracking by logging one meal at a time.
4. If you can't find an exact match for what you want to track, just pick something similar.

### SET CUSTOM REMINDERS

Set custom reminders so you never forget to track your meals. Choose when you want to be reminded, and it will help you remember to track. This is especially helpful when you're getting into the habit of using MyFitnessPal.

#### 1. SAVE YOUR FAVORITE MEALS

Whether it's yogurt and granola for breakfast, celery and peanut butter for a snack or a turkey sandwich for lunch, many of our users eat the same meals over and over. Save your favorite meals so you can add them to your diary with one click.

#### 2. SEARCH THE DATABASE

We have the biggest food database in the world. With over 6 million foods and more being added every day, you should find what you want to log. And, just in case you don't, we give you the ability to add foods directly to our database.

#### 3. TRY THE BARCODE SCANNER

Simply scan a food's barcode to enter it into your diary. It's that easy.

#### 4. USE THE RECIPE TOOL

The recipe tool lets you save recipes from anywhere on the web without having to manually add each ingredient. If you have a recipe that you don't know nutrition information for, you can easily calculate it using this tool.

5. **TRY RESTAURANT LOGGING** - Restaurant logging feature makes tracking easy when you're eating out.



## **SUPPLEMENTATION**

Supplements are a great source for adding nutrients without adding the calories. Few people consistently eat perfect diets and most need to supplement to balance the body's needs. Adding the proper supplements to your routine will:

- **Alter Body Composition**
- **Increase Performance**
- **Create maximum gains in the shortest time possible with the least amount of work**
- **At the minimum a multi-vitamin is expected by most health professionals and needed for the body**

**Types of Supplements –** (these are some common ones more descriptions are available at the studio location)

- **Protein Powder**- A supplement that aids in muscle growth, anabolism, and keeping the body rich with amino acids. They also are a great alternative to a meal when short on time.
- **Pre-Workout Drinks** – Drinks that are rich in B vitamins that add alertness, energy and intensity yet having a thermogenic effect on the body thus burning more calories.
- **Glutamine** - Studies have shown that L-Glutamine supplementation can minimize breakdown of muscle and improve protein metabolism which helps recover up to 50% faster.
- **Chondroitin**– Chondroitin is believed to help the body maintain fluid and flexibility in the joints.
- **CLA** – Supplement derived from a fatty acid that actually promotes body fat burning and is good for overall food digestion.
- **Glucosamine** - is a dietary supplement, taken to support bone & joint health. It relieves pain caused by osteoarthritis and wear and tear on the joints.
- **BCAA's** – This has all the valuable amino acids ready from the body to absorb rapidly. Helps with muscle growth, stamina and slows down the catabolic affect
- **Caffeine** – A natural stimulant that is great focus, alertness and appetite suppression
- **Glutamine** – Amino acid that aids in recovery, tissue repair and immune function
- **Hoodia Extract** – Natural herb used in aiding with fat loss and weight reduction
- **Multi Vitamin** - These essential minerals it needs to endure the day and your training schedule but, it will also help regulate your body thus giving you more energy, strength focus and lessens the bodies need to BINGE!!!
- **Fish Oil** – When you are already eating healthy the body can be low in fats thus getting weak and tired. Instead of flooding it with unhealthy fats try this fish oil, it's not only a healthy choice but, it also helps with high cholesterol
- **Ginko Biloba** – Known for its awesome natural ability to help with focus and memory. This helps when you start depleting the body of certain foods suddenly and confusing the body because the can cause the mind to become someone chaotic.

**We also carry some of the more common supplements in house at Studio “Elite” and “Group Fitness”, just ask about our product list.**



## **FAQ'S (Frequently asked questions)**

I'm sure you will have a lot of questions when it comes to the program, so we have taken the liberty to answer some of the most common ones. If you have any other please don't hesitate to ask us if the questions **"AREN'T"** on the list.

**What do I bring to class with me?** *(Make sure you bring a towel, water, and the proper workout clothing to train in) (AND PLEASE BRING YOUR BINDER/GUIDE)*

**Why do I always get waitlisted, if I sign up in time?** *(Chances are that if you are constantly getting waitlisted then you're signing up later than you think. Some classes will fill up faster than other because of the max I put on each class. However, if you set an alarm for 2-5 mins BEFORE the class opens you should be able to slip right in now problems.)*

**I suck at keeping up with everyone else, and they are so much better!** *(Remember that we all have to start somewhere, and this is never a contest. Participants are asked to give 90-100% of their best efforts, and however that might look and translate to the outsider who's looking, doesn't matter. 100% of your best is GOOD ENOUGH)*

**How many times should I train a week?** *(I think that each person should look to training/workout at least 2-4 times per week depending on their fitness levels. Class attendance should be at least 2 of those workouts but, you will need to workout by other means if you can't reach your optimal workout attendance. Remember to read your at home workout guides!*

**I would love more classes to attend, can I upgrade?** *(Glad you love our program, and we would love for you to upgrade your membership. Simply submit a request and we will upgrade you on the next billing cycle.)*

**Omg, I'm SO SORE, what can I do to alleviate the pain?** *(We've heard this more times than almost any other question, and simply put, SORE MUST HAPPEN in order to progress. Now with that being said there are a few things you can do to ease the pain.*

**#1 – Use Icy Hot and Aspirin** *(The combination of the 2 will aid you in recovery time)*

**#2 – Keep coming to class** *(The repeated exercises will teach the body to heal faster thus keeping you from getting so sore; so often.)*



*Introducing the*

# Referral Rewards Program

## MOTIVATIONAL ACHIEVEMENT/ REFERRAL PROGRAM

Let's face it, we all need a little EXTRA motivation, sometimes right. I mean of course we do, isn't that one of the reasons you joined our program? Well, here at SWEAT we have put together so unique ways to keep you **on track!!**

We would like to establish a system that not only encourages you to want to work out but, also rewards you as well.

### **SIGN UP REWARDS**

*First Referral Signup - You receive 20.00 off your NEXT months payment*

*Second Signup - You receive 40.00 off your NEXT months payment*

*Third Signup - You receive 60.00 off your NEXT months payment*

*Forth Signup - You receive 1 free months of training (We'll suspend your next one payments)*

*Fifth Signup - You'll receive 2 months free training and a 200.00 CASH PRIZE*

\*\* All signups have to be done within 6 months of the initial signup to receive credit \*\*

### **Do you know the best way to get a referral through our doors?**

Ask permission to give me their cell number. You see people have a unique ability to talk themselves out of things and because of this reason is why 7 out of 10 people who tell you they will contact me actually WONT, while 9 out of 10 meet with my when I contact them.

So when someone says they are interested in possible training or a free session simply :

***"He would love to talk to you, may I give him your number so he can contact you?"***

Also, if you really want them to come to you as well do the following:

1. Post videos and pics of your experience with SWEAT
2. Post your healthy meal prep or drink choices
3. Tell them they look good and ask them where they go to workout. They'll then ask you you workout.

Once you get permission just text me their full name along with the phone number. Good LUCK!!!





## **CUSTOMER SERVICE**

**The following is a list of contacts and resources you have in case a questions arises.**

**Please use the proper channels so that your question and problem is solved in a quick and timely manner.**

**Please Contact [sweatunlimited@gmail.com](mailto:sweatunlimited@gmail.com) and in the subject line add the following description:**

- Accountants (Anything concerning your agreement or contract)(Credit cards)
- Online Access ( Problems with website or portals)
- Program Guide (Questions about the program book) (Can be answered on Q&A day)
- Services (Upgrade to any of our current and future services)

**Please Contact (559)381-7950 if you need to speak to us directly.**



***SWEAT***

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