



Week
**BACK TO
THE BASICS**
TRANSFORMATION CHALLENGE

PHASE 1



BE MORE

HUMAN PERFORMANCE

PHASE 1 GOAL

PROTEIN PHASE

THE ENTIRE GOAL OF PHASE 1 IS TO NAIL DOWN PROTEIN INTAKE. OUR PROTEIN CALORIES SHOULD MAKE UP 25-30% OF OUR TOTAL CALORIC INTAKE. IF WE CAN PRIORITIZE OUR PROTEIN ON THE PLATE THE REMAINING CALORIES COMING FROM FATS AND CARBOHYDRATES SO FALL IN PLACE. **THIS WILL BE THE LONGEST AND HARDEST COMPONENT OF THE CHALLENGE AND WILL REQUIRE CONSTANT ATTENTION AND MODIFICATION.**

PRIORITIZING PROTEIN IN YOUR DIET CAN SIGNIFICANTLY AID IN THE PROCESS OF FAT LOSS BY LEVERAGING SEVERAL PHYSIOLOGICAL MECHANISMS.

PROTEIN HAS A HIGH THERMIC EFFECT OF FOOD, MEANING THAT THE BODY EXPENDS MORE ENERGY TO METABOLIZE AND DIGEST PROTEIN COMPARED TO FATS AND CARBOHYDRATES. THIS INCREASED ENERGY EXPENDITURE CONTRIBUTES TO A HIGHER OVERALL CALORIE BURN. MOREOVER, A DIET RICH IN PROTEIN HELPS PRESERVE LEAN MUSCLE MASS DURING CALORIE RESTRICTION, WHICH IS CRUCIAL FOR MAINTAINING A HEALTHY METABOLISM. ADDITIONALLY,

PROTEIN PROMOTES SATIETY AND REDUCES FEELINGS OF HUNGER, LEADING TO LOWER OVERALL CALORIE INTAKE. BY ENHANCING FEELINGS OF FULLNESS, INDIVIDUALS ARE LESS LIKELY TO INDULGE IN EXCESSIVE SNACKING OR OVEREATING, FACILITATING ADHERENCE TO A CALORIE DEFICIT NECESSARY FOR FAT LOSS.

PROTEIN PLAYS A VITAL ROLE IN MUSCLE PROTEIN SYNTHESIS, SUPPORTING THE REPAIR AND GROWTH OF MUSCLES. AS LEAN MUSCLE MASS INCREASES, THE BODY BECOMES MORE EFFICIENT AT BURNING CALORIES, EVEN AT REST.

IN SUMMARY, PRIORITIZING PROTEIN IN YOUR DIET CAN OPTIMIZE WEIGHT LOSS BY INCREASING

- CALORIE EXPENDITURE
- PRESERVING LEAN MUSCLE MASS
- PROMOTING SATIETY
- FOSTERING A FAVORABLE METABOLIC ENVIRONMENT

PHASE 1 GOAL

PROTEIN PHASE

NOTE: THIS IS NOT A DIET

FOR YOUR MEALS YOU CAN EAT WHATEVER YOU WANT BUT WE DO HOWEVER ADVISE YOU KEEP YOUR SUGARS LOW. AS WE STATED ABOVE WE WILL PRIORITIZE OUR PROTEIN AND THE REST SHOULD FALL INLINE.

WHEN WE ARE LOOKING AT MAKING OUR PLATE FIRST START WITH YOUR PROTEIN SOURCE FOLLOW THAT WITH YOUR VEGGIES/GREENS. WHEN WE ARE LOOKING AT CREATING FAT LOSS THE KEY IS DECREASING OUR ENERGY PRODUCING MACRO NUTRIENTS. DIRECT ENERGY MACRO NUTRIENTS ARE FATS AND CARBOHYDRATES.

OVER THE 8 WEEKS ARE GOAL IS TO ACHIEVE A HEALTHIER AND SUSTAINABLE DIET THAT FITS YOU PERSONALLY. YOU WILL LEAVE THIS PHASE WITH THE FOUNDATION OF HOW TO CONTINUE YOUR FAT LOSS JOURNEY BEYOND THESE 8 WEEKS.

SINCE THIS IS A FAT LOSS PROGRAM, IT IMPERATIVE THAT YOU STICK TO THE GAME PLAN. IF YOU CHEAT DURING THE FIRST TWO WEEKS, WHICH YOU'RE NOT GOING TO DO BECAUSE YOU ARE 100% COMMITTED AND DEDICATED.

FLEXIBLE MEAL ON SUNDAY OF WEEK 2

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 ARE EATING PLENTY OF CALORIES FROM WHOLE FOODS. YOU SHOULD NOT BE OVERLY HUNGRY.

THE GOAL OF THE FLEXIBLE MEAL EVERY 2 WEEKS 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 AND BINGE CYLCE. ENJOY YOUR MEAL, EAT UNTIL SATISFIED, AND THEN BACK ON THE PLAN.

THIS IS NOT A CHEAT MEAL. THIS MEAL IS STRUCTURED TO BE A PART OF YOUR PLAN.

PHASE 1 GOAL

FAT ADAPTION PHASE



NO BOOZE!

WITH OUR PROGRAM THE ONLY TIME YOU CAN HAVE ALCOHOL IS DURING YOUR FLEXIBLE MEALS AND SHOULD BE LIMITED TO NO MORE THAN 2 DRINKS.



MISSION CRITICAL

ELECTROLYTES

WITH THE CHANGE IN YOUR DIETARY HABITS YOU MAY NOTICE A DECREASE IN ENERGY. YES WHEN REMOVING SOME CALORIES FROM YOUR DIET YOU WILL NATURALLY FEEL TIRED. WHAT YOU WILL NOTICE IS BY FOLLOW THE PLATE ORDER YOUR CARBOHYDRATES ARE THE MAIN MACRO WE ARE REMOVING. BY DECREASING OUR CARBOHYDRATE YOU MAY FIND YOUR ELECTROLYTES BECOME LOW.

WE CANNOT ADVOCATE ENOUGH THAT YOU SHOULD BE SUPPLEMENTING ELECTROLYTES HEAVILY DURING PHASE 1. THIS WILL MAKE ALL THE DIFFERENCE IN THE WORLD.

PLEASE FOLLOW THE SUPPLEMENT RECOMMENDATIONS FOR ELECTROLYTES IN THE GUIDE.

IF YOU ONLY PURCHASE 1 SUPPLEMENT ON THE PROGRAM THIS IS WHERE TO SPEND YOUR MONEY.

SALT, SALT, SALT.....

IN ADDITION TO TAKING THE RECOMMENDED DOSAGES OF ELECTROLYTE SUPPLEMENT WE STRONGLY ENCOURAGE YOU TO HEAVILY SALT YOUR FOODS. HIGH LEVELS OF SODIUM FOR FEELING YOUR BEST DURING THIS PHASE.

CELTIC SEA SALT OR PINK HIMALAYAN SEA SALT ARE GREAT OPTIONS.

PHASE 1 BREAKDOWN

NUTRITION: IN PHASE 1 WE WILL FOCUS ON PROTEIN, VEGETABLES, AND HEALTHY FATS FOR OUR MEALS. THIS IS CRITICALLY IMPORTANT AS IT WILL GIVE YOUR CELLS A BREAK FROM TRYING TO TRANSPORT GLUCOSE INTO YOUR CELLS AND WILL MASSIVELY LOWER CIRCULATING INSULIN.

WORKOUTS: IN PHASE 1 WE WILL FOCUS ON GETTING 3 FULL BODY STRENGTH TRAINING WORKOUTS PER WEEK. THE MORE MUSCLE WE WORK IN A WORKOUT THE MORE SENSITIZED YOUR MUSCLES WILL BECOME TO INSULIN. A BIG REASON PEOPLE BECOME INSULIN RESISTANCE AS THEY AGE IS BECAUSE THEY LOSE MUSCLE TISSUE AND THEY MOVE LESS.

LIFESTYLE MODIFICATION: EVERY CLIENT WILL HAVE A CUSTOMIZED LIFESTYLE MODIFICATION PLAN BASED ON THEIR NEEDS BUT HERE ARE THE BASICS WE WILL FOCUS ON.



MINIMUM OF 7.5 HOURS OF SLEEP PER NIGHT (ONE BAD NIGHT OF SLEEP CAN MAKE YOU AS INSULIN RESISTANT AS A TYPE TWO DIABETIC. IF THIS IS A STRUGGLE WE HAVE A SUPPLEMENT WE RECOMMEND TO HELP YOU GET BETTER SLEEP.



5-10 MINUTE WALK BETWEEN EVERY MEAL. THIS HELPS YOU BETTER DIGEST YOUR FOOD, MASSIVELY DECREASE YOUR GLUCOSE RESPONSE AFTER EACH MEAL (LESS INSULIN NEEDED), AND WILL GIVE YOU A TON OF ENERGY.



HALF YOUR BODYWEIGHT IN OUNCES OF WATER EACH DAY. IF YOU WANT TO BURN FAT YOU NEEDED TO BE HYDRATED.



YOUR COACH WILL WORK WITH YOU TO CREATE A STEP GOAL AT EACH PHASE.

PHASE 1: SUPPLEMENTATION

MULTI VITAMIN: UNLESS YOU ARE GETTING 12 SERVINGS AND FRUITS AND VEGETABLES A DAY YOUR BODY IS GOING TO BE DEFICIENT IN VITAMINS, MINERALS, AND PHYTONUTRIENTS NEEDED TO OPTIMIZE HEALTH AND FAT LOSS RESULTS.



OUR RECOMMENDATION

MICRO FACTOR BRINGS TOGETHER 6 DIFFERENT PRODUCTS INTO 1 CONVENIENT PACKET TO GIVE YOUR BODY WHAT IT NEEDS.

1. ANTIOXIDANT
2. MULTIVITAMIN
3. PROBIOTIC
4. COQ10
5. ESSENTIAL FATTY ACIDS (CEFA)
6. FRUIT & VEGGIES

[CLICK HERE](#)



PHASE 1: SUPPLEMENTATION

FISH OIL: GETTING ESSENTIAL FATS IS IMPORTANT FOR OVERALL HEALTH BUT ALSO HELPS REDUCE INFLAMMATION. **INFLAMMATION IS DIRECTLY CORRELATED TO INSULIN RESISTANCE.** AS WE REDUCE INFLAMMATION WE WILL ALSO REDUCE INSULIN RESISTANCE.



OUR RECOMMENDATION

IF YOU ARE TAKING THE MICROFACTOR FROM 1ST PHORM YOU JUST NEED TO TAKE 1 SERVING A DAY OF 1ST PHORMS FULL MEGA SUPPLEMENT.

IF YOU ARE NOT TAKING MICROFACTOR THEN YOU WILL WANT TO TAKE 2 SERVINGS A DAY TO ENSURE YOU ARE GETTING ENOUGH ESSENTIAL FATS IN YOUR DIET.

[**CLICK HERE**](#)



PHASE 1: SUPPLEMENTATION

VEGAN PROTEIN POWDER: IF YOU KNOW YOU ARE GOING TO STRUGGLE TO GET 4-6 WHOLE FOOD PROTEIN MEALS A DAY THEN IS RECOMMENDED TO SUPPLEMENT NO MORE THAN HALF YOUR MEALS WITH 1ST PHORM'S LEVEL 1 PROTEIN POWDER.



OUR RECOMMENDATION

GREAT FOR FILLING THOSE STRETCHES IN THE DAY WHEN SITTING DOWN TO HAVE A MEAL IS JUST NOT POSSIBLE.

LEVEL-1® MATRIX IS SPECIFICALLY FORMULATED TO DELIVER PREMIUM PROTEINS IN A SUSTAINED RELEASE WHICH MIMICS THE PROTEIN ASSIMILATION RATES OF WHOLE FOOD.* LEVEL-1 USES ONLY PROTEINS THAT HAVE BEEN LOW TEMPERATURE PROCESSED TO TAKE EXTRA PRECAUTION TO NOT DENATURE OR DAMAGE DELICATE PROTEIN FRACTIONS. THIS HELPS WITH BIOAVAILABILITY AND THE PRESERVATION OF THE UNIQUE FUNCTIONAL PROPERTIES OF THE NATIVE PROTEINS, WHICH MAY HELP SUPPORT YOUR FITNESS GOALS.

CLICK HERE



PHASE 1: SUPPLEMENTATION

ELECTROLYTES: ONE OF THE INITIAL SIDE EFFECTS OF A LOWER CARBOHYDRATE DIET IS HEADACHE LIKE SYMPTOMS. THE REASON WHY THIS HAPPENS IS IN THE INITIAL STAGES OF A LOW CARBOHYDRATE DIET IS YOU RAPIDLY DEplete YOUR ELECTROLYTES.



OUR RECOMMENDATION

TAKE 2 HYDRATION STICKS WITH 16 OUNCES OF WATER.

IF YOU TAKE 2 STICKS A DAY AND SALT YOUR FOOD YOU SHOULD BE ABLE TO PREVENT THE MAJORITY OF NEGATIVE SYMPTOMS OF GOING LOW CARB.

[CLICK HERE](#)



PHASE 1: SUPPLEMENTATION



OUR RECOMMENDATION

THIS IS A GREAT ELECTROLYTE SUPPLEMENT WHEN DIETING. THE REASON FOR THAT IT'S VERY HIGH IN POTASSIUM AND SODIUM.

WHEN WE START CHANGING OUR FOOD INTAKE AND INCREASING ACTIVITY SODIUM AND POTASSIUM ARE CRITICAL IN MAKING SURE WE STAY HYDRATED. REMEMBER HYDRATION IS MORE THAN JUST DRINKING WATER WE NEED THE CORRECT ELECTROLYTE BALANCE TO MAINTAIN OUR WATER LEVELS.

[CLICK HERE](#)



BREAKDOWN OF EACH PHASE

PHASE 1: SUPPLEMENTATION

SLEEP AID: IF YOU STRUGGLE TO FALL ASLEEP OR GET 7.5 HOURS OF RESTFUL SLEEP OR IF AFTER GETTING “ENOUGH SLEEP” YOU STILL FEEL TIRED IT IS ADVISED TO TAKE A SLEEP SUPPLEMENT TO HELP YOU GET THE RECOVERY SLEEP YOU NEED.



OUR RECOMMENDATION

TAKE TWO (2) TO THREE (3) CAPSULES WITH 16-20 OUNCES OF WATER ABOUT 45 MINUTES BEFORE YOU WANT TO FALL ASLEEP.

BE SURE TO TAKE WHEN YOU HAVE AT LEAST EIGHT (8) HOURS TO DEVOTE TO RESTFUL SLEEP.

[CLICK HERE](#)





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.



BE MORE

HUMAN PERFORMANCE