



PURE FORM TRAINING
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GOAL SETTING 101

Before we even dive into the "how", we should establish our "why"...

When it comes to delivering incredible results for our members, it starts with digging down deep. Wanting to lose weight to look good in a bathing suit is nice and all, but it's also the byproduct of getting healthier.

We know for a fact that the majority of people looking to start their transformation journey, have a much deeper "why".

There are 3 reasons why people do things...

External Motivation - How they will look and present to others, how clothes fit, etc.

Internal Motivation - How they will see themselves, improvement in health, etc.

Philosophical Motivation - Internal beliefs and mindsets. Excitement around gaining something or fear of losing something.

I want you to take a moment and write down your **external, internal, & philosophical** motivations, as to why you want to go through your transformation.

Once you've captured all three, in detail (lay out as specific as you can what your motivations are), you will then be able to start seeing the real driving force behind why you want to go through this transformation.

Now, write out your goal in the present, certain tense. "I am going to lose 40 lbs."

Now, set a deadline for that goal. "I'm going to lose 40 lbs. in 20 weeks."

*If weight loss is your goal, account for about 1-2 lbs. per week, if enrolled in our PFT coaching program. If going it solo, expect about 0.5 lbs. per week.

FITNESS 101

So, let's talk about the fitness side of things.

If you're looking to get started toward completely transforming your body, you're probably wondering what's the right approach? The "magic formula" so to speak...

Is it... ***weight lifting?... interval training?... long, steady-state cardio?***

The answer? (Again, this is if you're just getting started)

It's whatever you enjoy doing the most.

Crazy, right?! Let's break it down...

The reason why this is so simple, is that people jump into programs... ready to "embrace the pain", only to do it for a few weeks and then quit because they just don't enjoy doing it and can't see a path forward.

So, if you're brand-new and looking to get started - ***Do what you love to do.***

Do more of it. Do it more often.

Then, once you start to build momentum in increasing your activity levels, once your energy levels begin to improve - then you can start looking at what customized steps would be next.

I'm here to encourage you to start! Get up, find something you love to do, and do more of it.

You'll be amazed at what you can achieve once you start building up some serious momentum. What once seemed impossibly far away, will come into focus.

NUTRITION 101

Okay! Time to eat some food.

So, what's the "magic formula" when it comes to food and its relationship with fat loss?

Is it low-carb, high-carb, keto, carnivore, weight-watchers, etc.?

Let's make it really simple.

The "magic formula" is mainly whole foods (some treats) in appropriate portions.

Protein - Carbs - Fats - Veggies

Have one of each food group (at each meal), for 3 meals per day (generally speaking), and you'll be well on your way toward weight-loss and more importantly... fat loss.

Protein - 4-6 oz. cooked: chicken, bison, pork tenderloin, egg whites

Carbs - 3-6 oz. cooked: sweet potato, red potato, brown rice, white rice (berries & fruit)

Fats - 1-2 TBSP of natural peanut butter, almond butter, coconut oil, olive oil

Veggies - as many veggies (green leafy especially) as you'd like!

At PFT, we fine tune this strategy with 'snack options', color-coded choices and an expanded food list, to simply and amplify the process... and your results - both short and long-term.

If you can follow this layout, even for just a few weeks, it'll help clean up your food choices, improve gut issues/bloating, and you'll be amazed at much more energy you'll naturally have!

ACCOUNTABILITY 101

So, what makes a good accountability partner?

Let's take a look...

- **They Don't Leave You Hangin'**

Ever have the friend (or family member) that was going to be your gym buddy? Then after a little while, it just kind of stopped? Yeah, that's not what we're looking for. Consistency is everything when it comes to achieving your goals. What you need, is someone who is going to be there with you every step of the way!

- **They Know Their Stuff**

Nothing like being partnered with someone who sabotages (intentional or unintentional) your potential. Most people do things with a kind heart and good intentions. However, many times they just don't know enough to be providing useful advice. Make sure you're getting a coach/mentor/partner who is going to help you make the right decisions and strategically progress your plan!

- **Self Accountability: Create A Plan, Track It, Make Adjustments**

One of the most enlightening decisions you can make is recording your food, water intake, and workouts. It helps hold you accountable and keeps a written history of what you've previously done (you may be surprised). This way, you'll know exactly how to progress your plan accordingly based on your results or 'lack there of'. After all, what gets measured... gets managed.

If this all still seems a bit overwhelming, you're still not sure where to start, or you just want some professional guidance and accountability, we got you covered at PFT.

*If you're ready to start talking about your custom game plan that will put you on the fast track to success then shoot us an email, text, call ASAP, or Book a Free No-Sweat Strategy Session Today [HERE!](#)