



THE 28-DAY **Consistently**

TRIM CHALLENGE

»»» **SUCCESS GUIDE**

DISCLAIMER

Here's all the fun legal stuff our lawyer says we must put in here:

***This program is for information purposes only. The information presented herein is in no way intended as medical advice or to serve as a substitute for medical counseling. Instead, this program is designed as a nutritional and exercise guideline and is intended only to supplement, NOT REPLACE, medical care or advice as part of a healthy lifestyle. As such, the information should be used in conjunction with the guidance and supervision of your physician.

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WELCOME TO YOUR 28-DAY

Consistently TRIM CHALLENGE

READY TO GET THINGS MOVING?
YOU'RE IN THE RIGHT PLACE!

We are excited to bring this 28-Day Consistently Trim Challenge to you because not only will it help you reach your goals faster, in a **balanced** and **optimized** way —

You'll learn valuable information and insights that will serve you for years to come.

But first: Congratulations on taking this important step for your health and fitness! We can't wait to see your progress (and hear how AMAZING you feel along the way).

Now, before we dive into making the most of the next 4 weeks together, let's talk about what "consistently trim" really means.

It's about being INTENTIONAL and PURPOSEFUL with your food choices to make sure you're getting the right amount of each on-plan food to help you reach your goals.





28-DAY CONSISTENTLY TRIM CHALLENGE SUCCESS GUIDE

Not only can this help speed up your results, but it makes sure your body is getting what it needs to function at its very best, something many women struggle with.

Each group of nutrients performs unique and vital functions in your body...

And finding the right balance for YOU doesn't just help maximize results. It will also keep you feeling energized, fit, and strong.

Yes, there's some intentionality required! But don't let that scare you. I've broken it down for you in an easy-to-follow format so you can dive in with confidence.

TRACKING WHAT YOU EAT CAN TELL YOU:

- *How often you're really eating on plan*
- *What nutrients you're consuming*
- *The best portion sizes for **your body** and **your goals***



PLUS, over time, you'll start noticing how different consistently trim breakdowns (like more proteins or fewer carbs, more fats, and so on) impact how you feel.

➤➤➤ **Your Mission:** It's not just about feeling leaner (though that's a fabulous bonus!). We're aiming for you to feel revitalized, rejuvenated, and totally ready to tackle anything life throws your way!



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6 STEPS TO »»» SUCCESS



»»» STEP 1

First things first, read this entire ***Success Manual***. It's packed with everything you need to know to set you up for success during this program!

»»» STEP 2

Follow along in your ***How-To Guide***.

»»» STEP 3

Check out the ***Meal Prep & Ideas Guide*** for some super handy meal prep recipes and tips, including a ***Meal Prep Masterclass*** training video!

»»» STEP 4

Join our Facebook Group right here: [LINK](#)



>>> STEP 5

Read your daily emails... every single day!! These will give you more insight, information, inspiration, and education to keep you motivated throughout the challenge!

>>> STEP 6

Any time you need a hand, refer back to your program resources, the Facebook Group, and of course, ME :) I'm here for all the help you need along your transformational journey.



QUICK LIST OF

»»» THINGS TO KNOW



X WHAT YOU WILL NOT FIND IN THIS CHALLENGE:

- Fads
- Quick fixes
- Deprivation
- Hard & fast rules and strict meal plans
- Cookie-cutter advice

✓ WHAT YOU WILL FIND IN THIS CHALLENGE:

- Food choice guidelines that you can “tweak” to fit your likes and dislikes
- Insider knowledge to help you target your nutrition toward your goals
- Support & accountability
- A focus on HEALTH that translates far beyond just immediate results



THERE ARE MANY INCREDIBLE POTENTIAL BENEFITS BEYOND LOSING WEIGHT...

- Better sleep
- Balanced hormonal levels
- More positive mindset
- Boosted memory and focus
- Improved digestion
- Better blood sugar balance
- More energy
- Improved mood and confidence
- And more!^{1,2}



AND MORE BENEFITS OF FOLLOWING A CONSISTENTLY TRIM WAY OF EATING:

- It'll give you more control over your nutrition than simply following (and then falling off) a meal plan
- You can eat a wide variety of foods
- If you're a picky eater, you're not tied to a list of foods you don't like
- You will learn firsthand how your body responds to different foods
- You'll love the way your body looks and feels



WHAT ARE

MACROS ANYWAY?



First and foremost, we don't count macros (or calories!) on Trim Healthy.

I want you to know what they are because they are an important part of your health, and our Trim Healthy meals are made up of macronutrients! Macronutrients are the nutrients your body needs in big amounts – fat, carbohydrates, and protein.

- *Your body breaks down what you eat for energy to fuel everything you do from breathing to digesting to powering you through your day!*
- *But it isn't just about fuel – macronutrients in your food also contain the ingredients your body needs to build and maintain its systems and structures: your muscles, bones, tissues, organs, and so much more*

PLUS... these large food groups contain valuable micronutrients, which include vitamins and minerals that your body needs in small amounts – things like iron, folate, calcium, and vitamin D.

These micronutrients are the behind-the-scenes heroes that help your body produce the enzymes and hormones to stay healthy.

QUICK TIP

Think of macronutrients as the "Big 3" you need to stay at your best.



FUEL

»»» DONE RIGHT



During the next 28 days, you'll learn how to optimize your nutrition for your goals...

WITHOUT breaking the bank or using all your free time to cook and meal prep.

»»» WHY DOES TRACKING YOUR MEALS WORK?

Bottom line: it ensures that you are actually eating on plan, and getting the right breakdown of each fuel type for your body.

When you eat according to the formula, it will help you sculpt a lean, strong, and healthier body.

»»» WHAT WILL YOU BE EATING?

Short answer: healthy whole foods! Lean proteins, whole grains, veggies, fruits, and healthy fats.



>>> WHAT WON'T YOU BE EATING?

Highly processed foods – the ones with a long list of ingredients, added sugars, inflammation-causing foods, unhealthy fats, or any off-plan foods.

REMEMBER

Every bite you take either brings you closer to your goals or takes you a step further away. It's as simple as that!



So, yes: food quality counts.

But NO WORRIES – the Trim Healthy way of eating is so comprehensive, you won't have to feel deprived!



»»» HELLO

THERMODYNAMICS

Let's rip off the bandage and talk about something else that matters.

»»» FAT LOSS = EATING WELL

As much as we might not like it, the Law of Thermodynamics plays a big role in your results.

Traditional diets would have you focus solely on calorie deficits, but Trim Healthy is DIFFERENT.

But what if you are in a calorie deficit and all you eat and drink are cookies, chips, frozen lattes, and wine? Would you end up with a lean, toned, healthy physique? The answer is NO.

So, while we will respect the Law of Thermodynamics, we also need to remember that nutrient-dense, Trim Healthy foods will optimize how you move, feel, look,⁴ and function.

There's a very important silver lining here too...

A diet packed with healthy, nutrient-rich foods is more satisfying and will keep you feeling "full" much longer than a diet filled with processed foods, even if the calories are the same!

REMINDER

I don't make the rules – but I CAN help you hack them to reach your goals!



»»» Let's do it for health!



THE FOOD YOU EAT AND YOUR BODY'S PERFORMANCE ARE INTERCONNECTED.

What you eat has a big influence on how your body functions, affecting:

- Inflammation
- Digestion
- Metabolism
- Immune system
- Energy
- Mood
- Hormones
- Quality of Life ^{1, 5, 6}

»»» INFLAMMATION

Your body can't operate efficiently when it's inflamed. Inflammation causes joint pain, low energy, sour moods, and a slowed metabolism.

Not only that, but chronic inflammation is linked with many diseases. That's why avoiding highly inflammatory foods is critical for your health and longevity.



LET'S DO IT FOR HEALTH!

>>> DIGESTION

If you improve how your body digests food, you help create a stronger immune system, clearer skin, healthier hair, less inflammation, and higher energy levels. Plus, you feel SO MUCH better!

>>> METABOLISM

Increasing your metabolism will boost your energy, speed up weight loss, and help you keep it off. It'll also improve the quality of your sleep.

>>> IMMUNE SYSTEM

A strong immune system stands as your personal guard against unfriendly microbes and certain diseases. It helps you fight bacteria, viruses, parasites, and any other unwelcome guests that cause illness and disease.

>>> ENERGY

Balanced energy levels will help you be more productive – and feel better in general!





LET'S DO IT FOR HEALTH!



»» MOOD

When you fuel your body with healthy foods, you'll feel more upbeat, balanced, relaxed, and focused. Who doesn't want that?

»» HORMONES

As a woman, I don't need to tell you that your hormonal system is incredibly complex. Not only does it affect your mood and sex life – but also your appetite, sleep, and other functions. When your hormones are happy, so are you!

»» QUALITY OF LIFE

When you feel energized and healthy, it has a spillover effect on every area of your life. You know those mornings when you wake up feeling rested and ready for anything? That's our goal!



FUELING FUNDAMENTALS

➤➤➤ ALL ABOUT PROTEINS,
CARBS AND FATS

PROTEIN FORMS

THE FOUNDATION



PROTEIN IS KEY

There are thousands of different types of protein in every single one of your cells, and they perform thousands of functions for you every day.

They play a role in almost every process in your body:

- **Metabolism**
- **Building** (and rebuilding) tissues and other structures in your body
- **Communication**, both inside your cells and between your cells.

Proteins are made of amino acids, and because your body can't make some of them (called essential amino acids), you need to get them through your diet.

All of these different amino acids combine to form peptides and polypeptides for your body to use – making proteins your most intricate and hard-to-break-down fuel!

Because proteins are used for so many different things – combining with other proteins, getting broken down and used for “parts,” being used for building tissues, and more – protein is constantly turning over in your body.

This constant turnover is why you need to replenish your protein supply.⁷

CARBOHYDRATES

»»» ARE YOUR ENERGY POWERHOUSE



»»» CARBS ARE NECESSARY

Carbs can be confusing because there are two different kinds: simple and complex carbohydrates.⁸

- *One type (simple - which are off-plan) break down quickly, gives you a fast shot of energy, and can impact your blood sugar levels in a snap*
- *The other kind (complex - many of these are on-plan) takes longer to be digested and has a slower, more steady effect on your blood sugar*

The difference between simple carbs and complex carbs is like the difference between crushed ice and ice cubes.

They are made of the same thing (ice = frozen water, carbs = chains of sugars), but because of the way they are packaged, what can be added to them, and where they are on the glycemic index they break down at different rates.

Unrefined, “whole” complex carbs (like unrefined grains, fruits, vegetables, etc.) not only contain sugars to fuel your body – but also fiber, vitamins, minerals, and more.



CARBOHYDRATES ARE YOUR ENERGY POWERHOUSE

»»» WHY CARBS GET A BAD RAP

If you've ever been confused about why carbs can be so controversial, understanding how your body metabolizes and uses them will help it all make sense:

»»» *You eat carbs.*

»»» *You digest them. And during digestion (which starts as soon as you begin chewing), those carbs are broken down into sugar – in the form of glucose – to be used as energy.*

»»» *That glucose is either immediately “burned” as energy or turned into glycogen and stored for later use.*

Here is the kicker: We have three places where we can store that glycogen.

1. **LIVER.** This is your short-term storage spot for glycogen. Exactly how much gets stored here depends on your size, but many estimates put the amount at 100 grams (or 400 calories).
2. **MUSCLES.** Your body also stores glycogen in your muscles – how much depends on your size and muscle mass. Many estimates come in at 350 grams (about 1,400 calories).
3. **FAT.** When both your liver and muscle have reached their glycogen-storing capacity, the rest gets stored as fat.

FUN FACT

*The word **CARBO-HYDRATE** contains an important clue about this consistently trimnutrient.*



Carbohydrates contain 1 carbon atom for every 1 water molecule. That's why if you suddenly stop eating carbs, you drop weight FAST... and most of that weight loss (sorry to say!) comes from losing water weight. But CONSISTENTLY eating those E meals helps you burn fat, not just water, in a balanced way!

FAT IS

>>> YOUR FRIEND



>>> HEALTHY FATS ARE FABULOUS

Of all of the food groups, fat contains the most calories per gram (but remember - we don't focus on that necessarily!).

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Why does your body need fat? Here are the essentials:

- **Energy Ace:** Fat is a crucial energy source, powering up your daily life.
- **Hormone Helper:** It plays a key role in creating and balancing your hormones.
- **Brain Builder:** It's fundamental in forming your brain and nervous systems.
- **Vitamin Valet:** It helps transport key fat-soluble vitamins (A, D, E, and K) throughout your body.
- **Cell Protector:** Fat forms the protective membranes around your cells.
- **Essential Source:** It provides two essential fatty acids that your body can't make on its own: linoleic (an omega-6 fatty acid) and linolenic (an omega-3 fatty acid).

Make sure you choose the healthiest fats, like the kind found in fish, olive oil, raw nuts, and avocados – and NOT the industrial-produced and manufactured fats that have been manipulated to make them shelf-stable.

Remember, fat does not make you fat, but too much fat (like way too many Heavy S meals) can flood your body with a surplus of calories, which can result in weight gain.



**"YOUR DIET IS A BANK ACCOUNT.
GOOD FOOD CHOICES ARE GOOD
INVESTMENTS."**

BETHENNY FRANKEL

»»» HYDRATION



We've covered the "Big 3" fuels in your food. Now it's time to talk about beverages – specifically, WATER.

Water makes up between 50% to 70% of your body weight – and your body needs it to survive.¹⁰

»»» WATER HELPS:

- ✓ Boost your brain performance – even being as little as 2% dehydrated can make you feel tired, unfocused, and grumpy
- ✓ Keep your digestion system moving
- ✓ Make it easier for your heart to pump oxygen throughout your body
- ✓ Regulate your weight by helping you feel "full"
- ✓ Lubricate and cushion joints, easing joint pain
- ✓ Regulate your body temperature
- ✓ Protect sensitive tissues in your body
- ✓ Keep your electrolytes balanced, which can help your heart function optimally
- ✓ Eliminate waste through sweating, breathing, urination, and bowel movements
- ✓ Ease headaches



>>> HOW MUCH WATER DO YOU NEED?

As always – it depends!

Your size, your activity level, and the temperature all play a role. That being said, the U.S. National Academies of Sciences, Engineering, and Medicine recommends:

>>> ABOUT 11.5 CUPS (2.7 LITERS) OF FLUIDS A DAY FOR WOMEN

Another great way to check is to look at your urine.

URINE COLOR CHART

CLEAR



This means you're **overhydrated**. It's a good idea to stay away from water for a while.

PALE YELLOW



This is your **ideal hydration** level. Keep it up, you're doing great!

DARK YELLOW



You're still hydrated, but this color means that you need to **drink more water soon**.

AMBER



You're probably slightly dehydrated. It's **time to drink water**.

BURNT ORANGE



You're **dehydrated**. Drink water and get some electrolytes ASAP.

TIME TO »»» ENJOY!



It is VERY important to add on-plan foods you enjoy to your meal plan!

This matters more than you think! Here's why:

1. It'll help keep you from feeling deprived of your favorite foods – so you'll be more likely to stick to the plan!
2. Scheduling decadent on-plan treats and on-plan foods you look forward to will help you feel more disciplined.
3. It'll help keep your metabolism humming. Having a meal that may be higher in fat, like a Heavy S now and then, can spike your leptin levels (the hormone responsible for energy balance and keeping you feeling full and satisfied) by 30% for 24 hours.

SLEEP IS

»»» YOUR FRIEND



There are so many reasons sleep matters that I could fill this entire Success Manual with them!

In a nutshell, when you're sleeping your body does some heavy lifting:

- ✓ *Recovering from the previous day*
- ✓ *Removing waste (especially from your brain)*
- ✓ *Restoring balance*
- ✓ *Rejuvenating and rebuilding for tomorrow*



SLEEP IS YOUR FRIEND

Not getting enough sleep is like a triple whammy on your metabolism.¹³

- When you're tired you're not as active, which means a lower daily calorie burn
- You tend to eat more when you're sleep-deprived because it messes up your hunger hormones and makes you crave high-calorie foods
- Your body has a harder time managing blood sugar levels when you're low on sleep, which can make you store fat

PLUS, it can make it harder for you to recover from your workouts.

So, aim to make sleep a priority during this challenge: 7-8 hours a night

- ✓ Go to bed earlier
- ✓ Avoid bright lights and screens for an hour before bed
- ✓ Make sure your room is sleep-ready: dark, cool, and quiet
- ✓ Create a bedtime routine to help your body “power down”
- ✓ Don't eat a big meal before bedtime
- ✓ Consider avoiding caffeine after 1-2 pm every day¹⁴



LET GO OF

PERFECTION

THE MOST IMPORTANT THING TO REMEMBER DURING THIS CHALLENGE IS THIS:

IMPERFECT ACTION BEATS PERFECT INACTION.



To get the most out of the next 28 days, stick to the plan.

- ✓ Follow the guidelines in **your Guide and Success Manual, and track your meals!**
-
- ✓ Read the daily emails – they are specifically designed to give you more info just when you need it!
- ✓ Post in the **Facebook Group**. Chances are if you have an insight or question, someone else is thinking or wondering the same thing.
- ✓ If you need help, I'm always here for you.

I will only know if you need help if you ask for it.

Focus on the journey, not the destination, and let's take it one day at a time.

I look forward to rocking this challenge with you!

Coach Jen

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