



About the 42 Day Transformation Challenge

- Reset your Body & Mind
- Step-By-Step System To Be *8 To 42* Pounds Lighter
- You Will TIGHTEN & TONE Your Butt, Hips And Thighs And Melt 3-7% FAT!
- You Will Also FEEL Less Stressed And Back In Control in less than 42 Days!

We are passionate about improving the Quality of Life of our coaching clients through Award-winning Group Personal Training, Cutting Edge-Nutrition and Transformative Life Coaching. We bring awareness, educate, and coach our clients to focus consistently on their primal needs and goals.

WWW.BRIENSHAMP.COM



The Vision

To help 1 million men and women transform their bodies and their lives by 2025.

We accomplish this by continually innovating what we do and how we do it while staying passionate about helping people achieve their health & fitness goals through world-class coaching & support.

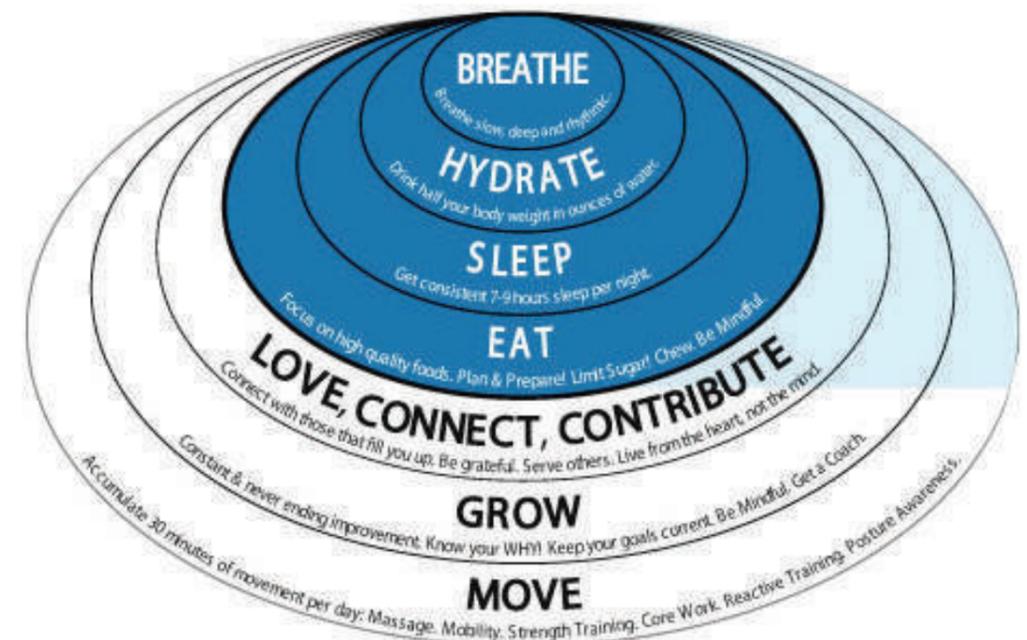


42 DAY TRANSFORMATION CHALLENGE

“I AM A PRIORITY”

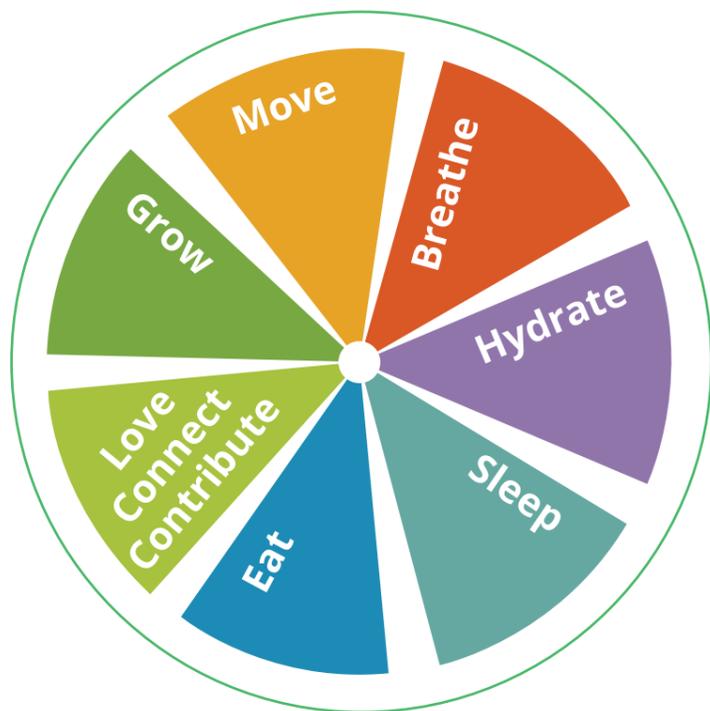
- Focus
- Education
- Awareness

7 PRIMAL NEEDS Daily Checklist



7 PRIMAL NEEDS

Daily Checklist



The following daily schedule lists small tasks you can do to practice all 7 Primal Needs every day. Each Primal Need is assigned a task AND a score.

- If you practiced the task to the fullest extent described, score yourself a 5 for the day.
- If you practiced the task ...but not fully, score yourself a 3 for the day.
- If you considered the task, but couldn't follow through score yourself a 1 for the day.
- "Out of sight, out of mind"...I didn't even think about this = 0 for the day.

While a higher score definitely indicates a potentially healthier you, even consistent contemplation will eventually move you in the right direction.

Week 1

Notes

MON	TUE	WED	THU	FRI	SAT	SUN

HAVE FUN WITH THIS AND SEE HOW YOUR SCORES AND FEELING OF VITALITY SHIFT OVER THE 6 WEEK PROGRAM!



7 Primal Needs - Daily Checklist

1 - Breathe

Breathing is the #1 Primal Need because we can only live approximately 5 minutes without oxygen. Control your breath and you can control your life. You can slow life down by simply slowing the rate at which you breathe. The many benefits of deep breathing include a reduction in stress and blood pressure, strengthening of abdominal and intestinal muscles and relief of general body aches and pains. Deep breathing also promotes better blood flow, improved digestion, releases toxins from the body and aids in healthy sleep and more.

Side note: Increased oxygen intake speeds up metabolism and enables more rapid fat loss.

Goal : Slow down and BREATHE every day - 20 points possible.

- 2 minutes of diaphragmatic breathing upon waking (can do with self-massage on the way to do/prior to exercise).
- Pick one or more moment in the day (red-light, before a meal, bed time etc.) to do a (second) 2 minute diaphragmatic session.
- Add a meditation app. or relaxing music to one or both of the above activities.

Bonus: Bring awareness to what you are grateful for while breathing (consider journaling experience!).

2 - Hydrate

Hydration is the #2 Primal Need because you can only live 7 days without water. Drinking water helps maintain the balance of body fluids & energize muscles. Water helps keep skin looking good, improves kidney function, decreases hunger fatigue, blood pressure, toxins, swelling & joint pain.

Side note: Water Can Help Control Calories.

Goal : Drink half of body weight in ounces daily - 20 points possible.

- Drink 1-3 glasses of water upon waking.
- Drink 1-2 glasses before each meal. (minimal WITH meals).
- Drink 4 oz every 15 minutes during exercise/movement.

Bonus: AVOID TAP WATER

Week 1

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7 Primal Needs - Daily Checklist

3 - Sleep

Sleep is the #3 Primal Need because our body fails in less than 21 days without it. Insufficient sleep also impacts your hunger (ghrelin) and fullness (leptin) hormones. When you're sleep-deprived, your body makes more ghrelin. Optimal sleep allows you to recover from workouts better & will give you the energy to get the most from your workout.

Side note: Studies indicate that sleep deprivation leads to overeating and extra pounds.

Goal : AT LEAST 7 hours of quality sleep each night- 25 points possible.

- Cutoff caffeine at least hours before bedtime.
- Create your perfect tomorrow: Get clothes ready work AND workout.
- Write down your TOP 3 "to-do's" for the next day and the #1 thing you must accomplish.
- Turn off electronics 1 hour before bedtime as you "wind down" your day .

Bonus: Journaling (gratitude, reflection, and prayer) for 5 mins ± prior to sleeping

4 - Eat

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Side note: higher quality foods and eating rituals will optimize your fat-loss results and improve your energy and staying power.

Goal : Mindfully plan meals and eat foods as close to their natural state as possible. 30 points possible.

- Pre-plan and prepare healthy/high-quality foods in advance (one day at least).
- Eat every 3-4 hours (never go hungry; keep blood sugar constant).
- Slow down and chew. Be aware of how you feel before & after food intake.
- Limit* GLUTEN, PASTUERIZED DAIRY, SUGAR & ALCOHOL.
- Finish eating by 7PM.

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5 - Love, Connect, Contribute

Love, Connection & Contribution are together, Primal Need #5 Without these, life is flat and meaningless... no matter how good a shape you are in. Love who you are and be grateful for all you that you have. It could be much worse. We are social creatures and do best in supportive community. Don't try to figure life out on your own.

Side note: The hormone oxytocin is produced when you are connected and some studies show that oxytocin is also instrumental in regulating body weight and appetite.

Goal : Make connection a daily ritual! 20 points possible.

- Name and acknowledge 3 things that you are grateful for today (quietly or in a journal).
- Practice 1 minute of self-kindness and self-acknowledgment (quietly or in a journal).
- Practice 1 "random act of kindness today"

Bonus: Connect fully with someone in your life who "fills you up"(makes you a better you). Make him/her aware of their importance.

6 - Grow

Personal Growth is Primal Need #6 -If you're not growing, you're dying. Read, Listen to podcasts, take a class. Don't settle and strive for more. Create a deadline for goals. Keep your goals current. Review your goals. Knew your why. Hire a life coach.

Goal : Expand horizons. Challenge yourself with something new! 20 points possible

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Side note: Exercise is the activity that most of us associate with fat loss. Properly designed training and recovery programs work hand-in-hand with the other 6 Primal Needs to create the healthy LIFE you deserve :)

Goal : Keep your body operating at optimal efficiency 25 points possible.

- At least 30 minutes of movement per day.
- Set "foundation" prior to each exercise movement.
- Self-massage/Myofascial Release (5 mins.)
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Bonus 1: Practice awareness of your posture throughout the day (sitting, standing etc.)

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Week 2

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Bonus: Journaling (gratitude, reflection, and prayer) for 5 mins ± prior to sleeping

4 - Eat

Food is the #4 Primal Need because we can only live 21 days without it. Commit to a nutrition model, test body fat weekly and give it at least 6 weeks before changing. Focus on Food Quality - Avoid Gluten, Pasteurized Dairy, Sugar & Alcohol. Plan & prepare your own meals and Avoid overcooking foods!

Side note: higher quality foods and eating rituals will optimize your fat-loss results and improve your energy and staying power.

Goal : Mindfully plan meals and eat foods as close to their natural state as possible. 30 points possible.

- Pre-plan and prepare healthy/high-quality foods in advance (one day at least).
- Eat every 3-4 hours (never go hungry; keep blood sugar constant).
- Slow down and chew. Be aware of how you feel before & after food intake.
- Limit* GLUTEN, PASTUERIZED DAIRY, SUGAR & ALCOHOL.
- Finish eating by 7PM.

Bonus: Journal your body's reactions and food experiences

Week 5

Notes

MON	TUE	WED	THU	FRI	SAT	SUN

Notes

MON	TUE	WED	THU	FRI	SAT	SUN

7 Primal Needs - Daily Checklist

5 - Love, Connect, Contribute

Love, Connection & Contribution are together, Primal Need #5 Without these, life is flat and meaningless... no matter how good a shape you are in. Love who you are and be grateful for all you that you have. It could be much worse. We are social creatures and do best In supportive community. Don't try to figure life out on your own.

Side note: The hormone oxytocin is produced when you are connected and some studies show that oxytocin is also instrumental in regulating body weight and appetite.

Goal : Make connection a daily ritual! 20 points possible.

- Name and acknowledge 3 things that you are grateful for today (quietly or in a journal).
- Practice 1 minute of self-kindness and self-acknowledgment (quietly or in a journal).
- Practice 1 "random act of kindness today"

Bonus: Connect fully with someone in your life who "fills you up"(makes you a better you). Make him/her aware of their importance.

6 - Grow

Personal Growth is Primal Need #6 -If you're not growing, you're dying. Read, Listen to podcasts, take a class. Don't settle and strive for more. Create a deadline for goals. Keep your goals current. Review your goals. Knew your why. Hire a life coach.

Goal : Expand horizons. Challenge yourself with something new! 20 points possible

- Read an Inspiring book or passage (10 mins+).
- Listen to an Inspiring podcast or go to a class (online of offline).
- Investigate/research something new & challenging.

Bonus: Review your "goals & whys" in Game Plan before leaving house.

Week 5

Notes

MON	TUE	WED	THU	FRI	SAT	SUN

Notes

MON	TUE	WED	THU	FRI	SAT	SUN

7 - Move

Primal Need #7 = MOVE! ...Focus on posture and breathing during exercise and throughout the day. Breathe with each movement. Listen to your body. Consider using music to motivate you. Consider a fitness buddy to help keep you accountable. Track your movement with a fitness Tracker and do your best to get in 10,000 steps each day. STAND more than you SIT and MOVE than you STAND!

Side note: Exercise is the activity that most of us associate with fat loss. Properly designed training and recovery programs work hand-in-hand with the other 6 Primal Needs to create the healthy LIFE you deserve :)

Goal : Keep your body operating at optimal efficiency 25 points possible.

- At least 30 minutes of movement per day.
- Set "foundation" prior to each exercise movement.
- Self-massage/Myofascial Release (5 mins.)
- Flexibility exercises (5 mins.)

Bonus 1: Practice awareness of your posture throughout the day (sitting, standing etc.)

Bonus 2: Dance Like There's No One Watching!



Notes

MON	TUE	WED	THU	FRI	SAT	SUN

7 Primal Needs - Daily Checklist

1 - Breathe

Breathing is the #1 Primal Need because we can only live approximately 5 minutes without oxygen. Control your breath and you can control your life. You can slow life down by simply showing the rate at which you breathe. The many benefits of deep breathing include a reduction in stress and blood pressure, strengthening of abdominal and intestinal muscles and relief of general body aches and pains. Deep breathing also promotes better blood flow, improved digestion, releases toxins from the body and aids in healthy sleep and more.

Side note: Increased oxygen intake speeds up metabolism and enables more rapid fat loss.

Goal : Slow down and BREATHE every day - 20 points possible.

- 2 minutes of diaphragmatic breathing upon waking (can do with self- massage on the way to do/prior to exercise).
- Pick one or more moment in the day (red-light, before a meal, bed time etc.) to do a (second) 2 minute diaphragmatic session.
- Add a meditation app. or relaxing music to one or both of the above activities.

Bonus: Bring awareness to what you are grateful for while breathing (consider journaling experience!).

2 - Hydrate

Hydration is the #2 Primal Need because you can only live 7 days without water. Drinking water helps maintain the balance of body fluids & energize muscles. Water helps keep skin looking good, improves kidney function, decreases hunger fatigue, blood pressure, toxins, swelling & joint pain.

Side note: Water Can Help Control Calories.

Goal : Drink half of body weight in ounces daily - 20 points possible.

- Drink 1-3 glasses of water upon waking.
- Drink 1-2 glasses before each meal. (minimal WITH meals).
- Drink 4 oz every 15 minutes during exercise/movement.

Bonus: AVOID TAP WATER

Week 6

Notes

MON	TUE	WED	THU	FRI	SAT	SUN

Notes

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7 Primal Needs - Daily Checklist

3 - Sleep

Sleep is the #3 Primal Need because our body fails in less than 21 days without it. Insufficient sleep also impacts your hunger (ghrelin) and fullness (leptin) hormones. When you're sleep-deprived, your body makes more ghrelin. Optimal sleep allows you to recover from workouts better & will give you the energy to get the most from your workout.

Side note: Studies indicate that sleep deprivation leads to overeating and extra pounds.

Goal : AT LEAST 7 hours of quality sleep each night- 25 points possible.

- Cutoff caffeine at least hours before bedtime.
- Create your perfect tomorrow: Get clothes ready work AND workout.
- Write down your TOP 3 "to-do's" for the next day and the #1 thing you must accomplish.
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Week 6

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