

## FIT CHICKS ® TOP 5 FAT LOSS SECRETS TO JUMPSTART YOUR TRANSFORMATION





First of all CYBER HIGH FIVES for investing in yourself and downloading the **Top 5 Fat Loss Secrets to Jumpstart Your Transformation** to help you create the life, health & body you truly deserve.

My name is Laura Jackson, founder of FIT CHICKS (R), Canada's largest female only bootcamp, creator of the FIT CHICKS Challenge and multi award winning fitness trainer, nutritionist and life coach. I specialize in helping women (like you!) transform not only their bodies and health, but create changes and results that LAST.

I also LOVE sharing my secrets (aka methods) that I have learned over 20 years in this industry & I have used to help 1000's of women - like you, from all levels - lose fat, get fit and learn how to fall in love with fitness, healthy food and more importantly your body without feeling confused & overwhelmed.

These are also the exact methods I have used to go on and lose over 40lbs, build lean fat burning muscle, shape my body and have more energy than ever. I know you are ready to make serious changes or you would not be reading this right now.

But you need to take ACTION to make it happen.

This book includes **FIT CHICKS (R): Top 5 Fat Loss Secrets to Jumpstart Your Transformation** that will not only shift your workouts, the way you eat and how to you think but also get you on a journey to finally reaching your fat loss goals that can at times feel so unattainable. Plus Your body & mind will be prepped for the your transformation program ahead.

It literally is as easy as printing off and following along. Now we won't keep you any longer so let's dive right in and email me at info@fitchicks.ca with any q's... I have got your back. Let's get this healthy party started!

Laura xo

Laura Jackson - Founder of FIT CHICKS & FIT CHICKS Academy



## AT LOSS SECREThe Secret to Crushing Food Cravings &<br/>Feeling Full While Losing Weight





## FAT LOSS SECRET #1

#### The Secret to Crushing Food Cravings & Feeling Full While Still Losing Weight

Are you constantly craving sugary or salty foods, and finding th t 1200 calorie meal plans are just leaving you starving and forever scavenging the cupboard for something? Of course you are because when most women are trying to change their diet and eat healthy, you are NOT eating enough nutritints, which leaves your tummy screaming for more!

After working with thousands of clients, feeling hungry while losing weight is one of the number one reasons chicks say they can't stick to a plan, and we have developed the solution that helps our clients reach their fat loss goals while feeling FULL & craving free.

The secret is what we call it the "Volume Method", and it works like a charm, since size definitely m tters when it comes to portions! By following this method of eating, you can have larger, satisfying plates of food, while reaching your goals at the same time.

#### What is the "Volume Method?"

It is all about the BULK, baby! By filling half your pl te with two cups of "high volume" foods, you can eat a large portion and be full until your next meal without packing on the unneeded calories. You also signal your brain to turn off those cravings because you have enough nutrition & substance in your belly. In addition to that, your blood sugar will be balanced and your energy improved, which will make sticking to your fat loss plan effortless

#### What are high volume foods?

The key is low glycemic veggies. These are your "watery" veggies that are LOW in carbs and calories, but HIGH in nutrients, vitamins, minerals, and **most important**, fibre!

#### Make sure to choose 2 cups of any of the "Volume Method"veggies at each meal.

We use this method in our FIT CHICKS Challenge meal plan, and our clients are satisfied, ener etic, craving-free, and getting results!

### Seriously chicks, try this method for at least 7 days and you will be SHOCKED by how by ADDING the right foods to your diet, you will actually eat less, have move more energy and be craving free!

#### Need some ideas?

- Stir zuchinni or caulifl wer rice into your oatmeal
- Scramble your eggs with peppers, mushrooms, and spinach
- · Add a few handfuls of baby greens to your smoothie
- Eat a huge salad with your lunch
- Steam, roast, or sautee veggies with seasoning
- Always have bags of broccoli slaw, caulifl wer rice & or frozen greens as a quick toss in
- Add two cups of raw veggies to your snack

## FAT LOSS SECRET #1:

The Secret to Crushing Food Cravings & Feeling Full While Still Losing Weight

THE "VOLUME METHOD" VEGGIES	WAYS TO INCORPORATE THEM INTO YOUR DAY	
Kale	Add to a smoothie	
Spinach	Add to a smoothie or in your scrambled eggs	
Mushrooms	Add to stir fries and eggs	
Zuchinni	Grate and stir in oatmeal, spiralize and use as noodles	
Cucumber	Use as "crackers" with your fave dip on top	
Celery	Spread with hummus or nut butter	
Caulifl wer	Use caulifl wer rice to replace rice in stir fries and side dishes	
Peppers	Eat like an apple, use as a "boat" to fill with chili	
Green Beans	Create green bean "fries" by tossing in oil and seasoning and roasting	

#### MUST HAVE VEGGIES TO MAKE THE "VOLUME METHOD" EASY!

Containers of baby greens - spinach, kale, and arugula for salads and smoothies

Bags of caulifl wer rice to substitute for rice

Bagged coleslaw to throw in stirfries, eggs or salads

Spiralized zucchini - or a spiralizer to make your own!

Frozen greens so you always have greens on hand for your smoothie

Frozen veggies (frozen without sauces and seasonings) - so you can always cook up veggies fast in a pinch

Raw veggies - either pre-sliced or sliced at home so you can always grab a handful for a snack

## FAT LOSS SECRET //2: The Secret to Reaching Your Fat Loss Goals Without Giving up Wine, Chocolate and Cheese!





## FAT LOSS SECRET #2:

#### The Secret to Reaching your Fat Loss Goals Without Giving up Wine, Chocolate, and Cheese!

When you start a new eating plan or program, what do you usually do? If you are like most women, you spend the days before you start your new plan downing all of your favourite "foods" like wine, chocolate, cheese & crackers, because you fear you won't have them in your life again! Then you label foods "good" and "bad" and feel anxious and like a failure if you have a glass or two of wine, or a piece of cheese & bread, because it wasn't part of your plan.

What if we told you that you don't EVER have to feel that way again nor do you need to give up ANY foods in order to reach **your fat loss goals?** 

The secret is to use a method we call a "Structured Flex Meal". This allows you to save space in your eating plan for favourite not so nutritious foods, without going overboard and sabotaging yourself. You can still enjoy wine, chocolate, and cheese each week, and get the results you are looking for!

#### What is "Structured Flex Meal"?

The secret is allowing yourself a meal not usually on your plan, but following a structured approach to make sure that you eat the right amount to keep in line with your goals.

Eliminating your foods you really enjoy can backfire and make you feel deprived and even give up on your plan. Many "diets" allow a cheat meal, but the truth is a full blown cheat meal can easily contain a few thousand calories, enough to erase any progress you may have made that week. Plus mentally and emotionally, it encourages bad habits and a ongoing horrible relationship with food labelling them "good" and "bad".

By using a structured flex meal, you make sure th t your meal satisfies you but doesn't derail you and will give you the tools to feel in control of your choices!

Remember chick - it is all about not going overboard. This approach will take away that all or nothing mentality and let you have a nutrition plan that works with your LIFE - not something you start and stop every 2 weeks.

#### EXAMPLES OF "STRUCTURED FLEX MEALS"

Small steak, 2 cups roasted veggies, glass of red wine

Grilled chicken breast, 2 cups salad, a small piece of cheesecake

Small bowl of pasta with cream sauce and shrimp, large side salad

Charcuterie board (visualize 1/4 plate of bread, 1/4 plate of meat & cheese and 1/2 plate of veggies)

## FAT LOSS SECRET #2:

The Secret to Reaching your Fat Loss Goals Without Giving up Wine, Chocolate, and Cheese!

How to create a "Structured Flex Meal"

We use Structured Flex Meals in our FIT CHICKS Challenge weekly meal plans to ensure that you make room in your life for foods you enjoy and explain in detail how to set one up, but start with the following guidelines:

- Plan your meal in advance and visualize your plate
- Fill half your plate with veggies (remember secret #1)
- Make sure one quarter of your plate contains a protein rich food
- Fill the other quarter with your favourite food (if it's wine, a bag of gummy bears or a slice of cheesecake, no need to put it on the same plate!)



## AT LOSS SECRETThe #1 Nutrition Technique that will<br/>Set You up ForFail-proof Success in Any Situation!





## FAT LOSS SECRET //3:

#### The #1 Nutrition Technique that will Set You up for Fail-proof Success in any Situation!

Does this sound familiar....a couple of weeks go by on your new plan and you are crushing it, you are following your meal plan and your pants are getting looser...then BAM! Life throws you a curveball. Your kids get sick, you get a new stressful project at work, or you just got busy and didn't have time to do your weekly meal prep.

So what do you do? With no food prepared and nothing going as planned, you fall back to old habits and find yourself t the drive through at dinner, promising yourself again that you will start on Monday....

#### If you are failing to plan, you are planning to fail....

We've all heard this, but what if you just didn't have time to plan?

The secret we use is a method we call the "Core 4". Everyone needs to have a "Core 4" in their life. This way when things get stressful and nothing goes as planned, you can call on your backup plan - "The Core 4" to keep you on track!

#### What is the "Core 4"?

The Core 4 is your basic plan. It's a list of 4 meals that fit your nutritional needs, are easy to prepare, taste delicious, and you enjoy eating!

When you have no plan, you can always resort to eating your "Core 4" to keep crushing your goals.

#### Your "Core 4" Should include a breakfast, lunch, dinner and snack that works for you!

#### "Core 4" Meal Planning Guidelines

 $\checkmark$ Each of your meals needs to contain a protein, fat and fibr

- $\checkmark$ Each meal should be the appropriate portion size for you and your goals
- $\checkmark$ Each meal should taste delicious (you have to LIKE eating it!)
- $\checkmark$ Each meal should be fast & easy to prepare
- $\checkmark$ Each meal should be made up of ingredients you usually have on hand

We teach method in our FIT CHICKS Challenge to make sure our clients are always set up for success, no matter what!

## FAT LOSS SECRET #3:

The #1 Nutrition Technique that will Set You up for Fail-proof Success in any Situation!

#### HEAD CHICK LAURA'S "CORE 4" MEALS

Breakfast: Oats, protein powder, berries

Lunch: Salad greens, grilled chicken, balsamic vinagrette

Dinner: Grilled salmon, roasted brocolli, baked sweet potato

Snack: Green smoothie made with protein powder, cashew milk, spinach and strawberries

MY CORE 4 MEALS				
Breakfast				
Lunch				
Dinner				
Snack				

## AT LOSS SECRET #4

## The Secret to Spending LESS Time Working Out while Getting MORE Results!





## FAT LOSS SECRET #4

#### The Secret to Spending LESS Time Working out while Getting MORE Results!

Most women think the key to losing weight is cardio - and while yes, cardio in moderation is great for your heart and fat loss results - doing hours on the treadmill or elliptical week after week will not get you the results you are looking for.

The thing with cardio is, yes it can burn calories, but it doesn't change the shape of your body, increase your metabolism, and it can actually make you hungrier!

So what do most women do when the cardio isn't working? They add even MORE cardio. Pretty soon you are slogging away at the gym for an hour on the treadmill and your body still isn't changing.

#### So how can you work out LESS and get even MORE results?

The secret is shorter workouts that combine strength and cardio intervals using what we call the "FIT CHICKS Metabolic Method".

#### What is the "FIT CHICKS Metabolic Method?"

The FIT CHICKS Metabolic Method is workouts that are under 30 minutes and integrate strength and cardio intervals to keep the heart rate up while sculpting lean and sexy muscle at the same time! These workouts include a combo of:

- Body Weight / Resistance Training
- High Intensity Interval Training (HIIT)

You may be wondering why this combo and why it works. It is because these 2 forms compliment each other to:

#### #1 Build lean, fat burning muscle that will create the shape you want

#### #2 Boost metabolism for max calorie burning up to 36 hours

If you are a woman who wants to prevent weight gain, balance hormones, prevent osteoporosis and want the booty and abs of your dreams, you NEED to do resistance training. That could be weights, resistance bands, body weight...anything that provides resistance to the body. You will NOT get BULKY...and you can get your workout done in under 30 minutes a day!

The next is HIIT training (high intensity interval training). Forget long bouts of cardio that are putting too much stress on the body and only burn calories DURING the workout. As little as 10 minutes of HIIT training can reap the benefits of up to 36 hours of post calorie afterburn (that means all day at work your body is STILL getting the benefits) AND is better for ho - monal health to promote weight loss....it's a win win!

The key is you have to work INTENSELY. These workouts should get your heart rate up and your muscles firing

These workouts save you time, burn a ton of fat, and increase your metabolism by adding lean muscle mass that will allow you to burn more calories, even at rest.

## FAT LOSS SECRET #4

The Secret to Spending LESS Time Working out while Getting MORE Results!

FIT CHICKS "METABOLIC METHOD" 45:15 WORKOUT Do 45 seconds of each exercise, resting 15 seconds in between. Repeat 2-3x				
	45 SECONDS	15 SECONDS	WEIGHT USED	
ROUND 1	Dumbell Squat	Rest		
	Overhead Press	Rest		
	Jump Lunges	Rest		
	Push Ups	Rest		
ROUND 2	Dumbbell Squat	Rest		
	Overhead Press	Rest		
	Jump Lunges	Rest		
	Push Ups	Rest		
ROUND 3	Dumbell Squat	Rest		
	Overhead Press	Rest		
	Jump Lunges	Rest		
	Push Ups	Rest		

Level 1 use 5-8 pound weights Level 2 use 10-12 pound weights Level 3 use 15-20 pound weights

# FAT LOSS SECRET #5: The Most Important Exercise to do RIGHT NOW for Fat Loss that has NOTHING to do with your Diet, your Workouts or your Lifestyle!





## FAT LOSS SECRET #5:

## The Most important exercise to do RIGHT NOW for fat loss that has NOTHING to do with your diet, your workouts or your lifestyle!

Yes you need to workout and eat right to lose weight, but without implementing this secret, nothing is going to stick and you won't maintain your results longterm.

#### The secret is that you need to uncover your "Inner FIT CHICK".

Your inner FIT CHICK is the woman inside you who is fit, healthy, happy and strong. She doesn't make excuses and she creates her own success. And every woman has one.

You don't have to already be where you want to be to think like a fit and healthy person. If you see yourself as fit an healthy, you will in turn make choices that align with that.

Mindset is the #1 reason you will succeed or not. Having a positive attitude and treating yourself with love helps you embrace slip ups as learning opportunities. And like any muscle in your body, you have to work it daily to get it stronger.

A person who sees themselves as a FIT CHICK may overeat at dinner with friend and think "What can i do differently next time I go out with friends to stay on track?" while another person who sees themselves as unfit and out of shape may think, "Oh I'm hopefuless, I can't stay on track and have fun. I'll never reach my goals so I may as well give up."

Which one do you think will have better long term results?

#### How do you start to uncover your "Inner FIT CHICK?"

It starts by changing the way you think. We created the FIT CHICKS Manifesto to help every become the fierce, healthy women she is meant to be and uncover her inner FIT CHICK.

By reading the 13 habits of a FIT CHICK Manifesto daily, your mindset will start to shift and living a lifestyle that includes not skipping workouts, fueling your body with real food, and loving yourself will become effortless

While following your workouts and your meal plan will get you results, our clients who use this tool and learn to see themselves as FIT CHICKS are the ones that keep the results coming and maintain their success!



## FAT LOSS SECRET #5:

The Most important exercise to do RIGHT NOW for fat loss that has NOTHING to do with your diet, your workouts or your lifestyle!

## THE FIT CHICKS MANIFESTO



## BONUS SECRET:

The Secret "Sauce" to Fat Loss Success is found in this.....

#### Finding your tribe is one of the biggest contributors to weight loss success.

Successful people know that who you surround yourself with influences your results

On the flip side, if you surround yourself with people who are neg tive and don't think they will ever achieve their goals, chances are you won't either.

Finding a group of positive people who support you in your effort to chan e and will not only hold you accountable, but celebrate your successes.

Studies show that having a support system is a key factor to losing fat and keeping it off longterm, so having a community is super important!



## BONUS SECRET:

The Secret "Sauce" to Fat Loss Success is found in this.....



#### So why community is so important to reaching your goals?

1. You have a cheerleading squad! Your friends and fam aren't always working toward the same goal as you. You feel understood and supported to keep going when you surround your self with people who GET IT.

2. You are accountable - knowing that others are in it with you, doing the same workouts, prepping foods, and expecting you to do the same and check in with them can give you an extra layer of accountability than if you had to do it alone.

(In one study done by Stanford University, they found that receiving a phone call every two weeks checking in and asking about progress, increased participants amount of exercise by 78%! So just having someone to check in with is HUGE!)

3. You make amazing friends! A community is full of women who like what you like and also share fabulous recipes, tips and stories that will change your life.

It can be a challenge to find your tribe, especially if it seems no one in your life is interested in a healthy lifestyle, but don't worry one full of like minded women is not far away who will be your new cheerleaders, accountability partners and friends on your health journey!

Our FIT CHICKS Challenge comes with the added bonus of a private Facebook community which is where are chicks celebrate, share, and support each other during our 28 days together.

## **HT CHICKS CHALLENCE** Meet Our Tribe!



"I signed up for the FIT CHICKS Challenge to make a lifestyle change. I liked that it was part templated program with part customization. For me it was easy to follow and stick to because It gave basic guidelines for eating and working out such as recipes and workout plans but the program also gave alternatives for both. So as long as I was following the basic program I could switch out meals and workouts and still see results!

After 28 days I saw noticeable changes in my body. I carried extra weight in my back making my clothes feel tighter. My clothes are fitting looser and hanging better on my body!"

#### Andrea, lost 5 inches

"The Fit Chicks Challenge made a huge impact on my personal fitness. After months of starting and not finishing various other programs, this challen e gave me all the pieces for success. It greatly changed how I view my relationship with food and and how I fuel my body.

The accountability of the private Facebook page and the support of the trainers and fellow members also really pushed me to stick with it and not give up. I greatly enjoyed participating in this challenge and am so happy with my results!"

#### Brandy Fitzpatrick, lost 8 inches



"It's been a busy last few months and I wanted to get back on track, be consistent and really push my fitness to the next level. The fact th t the workouts are provided, the recipes as well as the support of the facebook group. Everyone is in it together, its great accountability. I'm not big on the scale but I did go down in weight as well as clothes were fitting super good. Inches were lost and definitely felt a lot stron er!"

#### **Jackie Sumner**



"I signed up for the FIT CHICKS Challenge for some structure to keep me accountable to someone. I love how everything is laid out for you so all you have to do is follow it. This round I lost 5 pounds, increased my weights and have more energy!"

#### Melissa, lost 5 pounds

## FIT CHICKS CHALLENGE Meet Our Tribe!

My biggest WIN is 2 inch loss around my waist, 1 inch around my hip and more defined areas of my trouble zones. That is the only physical change that happened and I love it. Since my surgery 1.5 years ago, my body has gone through some major hormonal changes that were out of control and I am still in the process of getting my body into a hormonal balance, every tiny little bit of progress is a huge win for me let alone rediscovering my 53 year old body all over again with a whole lot of self love ♥



O Holly Dole 
FIT CHICKS® 28 Day Challenge
June 13 · 
Add Topics ·

Feeling like a "Buff Babe" after that one @...actually more like a ninja (all in black today)! The end was best ... Laura: "it was a doozy" <a>C</a>



Shannon For me - I lost 8 pounds, was consistent with my diet, found movement everyday, cut out alcohol and sugar, and feel strong and energized, ready to face the upcoming battle. Thanks for the manifesto and support!!

Like Reply 6w

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Dark For me it was both! Physically, I feel so much healthier and have more energy plus as an added bonus I shed 13.2 lb (need to take measurements still). Emotionally, I now know I'm the one in control and I'm the only one who can make these healthy change... See more



"The Challenge worked so well for me. In the 28 days, I didn't miss a workout. The first few days were tough. I was pretty sore and my body was mad at me for waking up the muscles that I had been neglecting. By the end of the 28 days, I was so much stronger and my clothes were fitting so much better. I was pretty shocked when I weighed myself t the end and found I had lost 18 pounds. I respected Laura's instructions to put away the scale while on the Challenge and I did!

I still read my 13 habits of a FIT CHICK everyday and plan to keep the momentum going. If I find myself losing track I will do another Challen e or I am interested in the Transformation Trainer online too. I like that online support of a group to keep myself accountable but for now I am doing a good job of answering to myself. My husband and kids are both proud of how much stronger and happier I am!"

Elizabeth Gorman, lost 18 pounds & 27 cm



#### **READY TO PUT THIS INTO ACTION?**

#### JOIN US FOR THE FIT CHICKS® 28 DAY TRANSFORMATION CHALLENGE!

No confusion. No hard to follow plans. We walk you through EXACTLY what to do each day using our proven FIT CHICKS Method of balancing metabolism boosting workouts, "Complete in 3" nutrition based on real whole foods plus an AMAZING community of support to jump start your fat loss, new body & a life of never dieting again. You just have to follow along.

The FIT CHICKS® Challenge is a 28 Day Fat Loss Program for busy women - like you - that want to transform their bodies and create healthy habits that ACTUALLY work for life.

#### This challenge is 4 weeks of customized fitness, nutrition & life coaching support specifically designed FOR WOMEN over 35 to get fast results including:

- 28 Daily Workouts Each Week that are under 30 min allowing to burn more fat and get fitter as we o (yes these can be done at home! all levels welcome)
- 50+ exercise tutorial videos showing exact form for each exercise (no guesswork or Googling!)
- 8 At home workout videos that you can access from anywhere
- Complete Meal Plan Updated every week for week by a Nutritionist (Vegan & Vegetarian Option Available)
- Matching Grocery List for each week to make your shopping trips quick & effortles
- 45+ "CHICK Approved" delicious and SIMPLE recipes
- FIT CHICK 101 Healthy Lifestyle Video Series to set you for long term transformation
- Daily motivation in your inbox
- Weekly Check In's for Accountability in the Private Members Facebook Group
- Access to our 24/7 Members Site & unlimited email support

#### **REGISTER NOW AT FITCHICKS.COM/CHALLENGE**



#### **MEET YOUR CHALLENGE TRANSFORMATION COACH**

Laura Jackson is Founder of FIT CHICKS®, Canada's largest women's only fitness company. Starting in 2008 with only 7 chicks and many companies in the industry failing to grow, Laura's goal of "fierce fitness made fun" that's accessible to ALL women expanded their award-winning women's only boot camp from over 20 locations to include health retreats, fitness DVD programs, nutrition challenges and FIT CHICKS Academy® online

certification programs.

To date she has helped over 10000 women transform and reach their goals.

Certified Personal Trainer, Nutritionist and Leading Transformation Coach, Laura is also the host of the top 100 rated Fitness & Nutrition Podcast on iTunes named "FIT CHICKS Chat" as well as the TV Host of "Shape Up with FIT CHICKS".

She is also a fitness and nutrition contributor to national publications and TV Shows such as Canadian Living Magazine, The National Post, Breakfast Television, CTV Morning Live and has appeared on CBC's "Dragon's Den" and The Shopping Channel Laura's commitment to women's health earned her 2019 Top Canadian Fitness Professional of the Year in Canada & Stevie Award for Women in Business – Health & Wellness Company of the Year.

She will continue her mission of helping women create the life, health & career of their dreams and build healthier communities around the world with the internationally recognized FIT CHICKS® Academy online Fitness & Nutrition Expert Certification Program, Holistic Nutrition Weight Loss Expert Program & Online Biz Builders Lab.