



28 DAYS OF

Fitness

Your Guide to More

ENERGY, STRENGTH AND VITALITY

WELCOME TO THE 28 DAYS OF FITNESS PLAN!

This is designed to give you a fun, safe and effective plan so you can succeed in optimizing your fitness, health and life.

Exercise has been clinically shown to be able to change your genetic expression, reduce your risk of disease, improve the length and quality of your life. Fitness is one of the fastest paths to optimizing YOU so remember, results start when you do- so go after your day and make it great!





Your body is made to move!

Physical activity is important for proper health and stress management. In the right balance, exercise helps maintain insulin sensitivity, blood glucose, muscle mass, hormone balance, and it also produces body chemicals that can promote relaxation, improved mood, memory and sense of well being. Even more than the obvious health benefits is the fact that when you exercise, you feel better- meaning you can bring more of YOU to your day, your work, your relationships- to all that really matters to you.

When you allow yourself to get up, get out and get moving, you will tap more fully into your abilities. Each time you push yourself to go 5 more minutes or to increase your weight or go another rep, you improve- you change- you go beyond where you have been. There in that moment, in that space, you tap into more of your limitless potential. Through fitness you will discover just how strong and capable you really are to create the body, health and life you deserve.

What Can You Expect:

There are many ways to experience the health benefits of regular exercise. This guide is meant to act as a starting point, a roadmap to greater health and vitality. It is laid out over 28 days combining both resistance/strength training with cardiovascular exercise and stretching. This mix will allow you to safely progress from where you are to where you desire to be on your path from good to great and beyond!

It is important, if you haven't, please check with your doctor to ensure that you know your safe exercise zones.

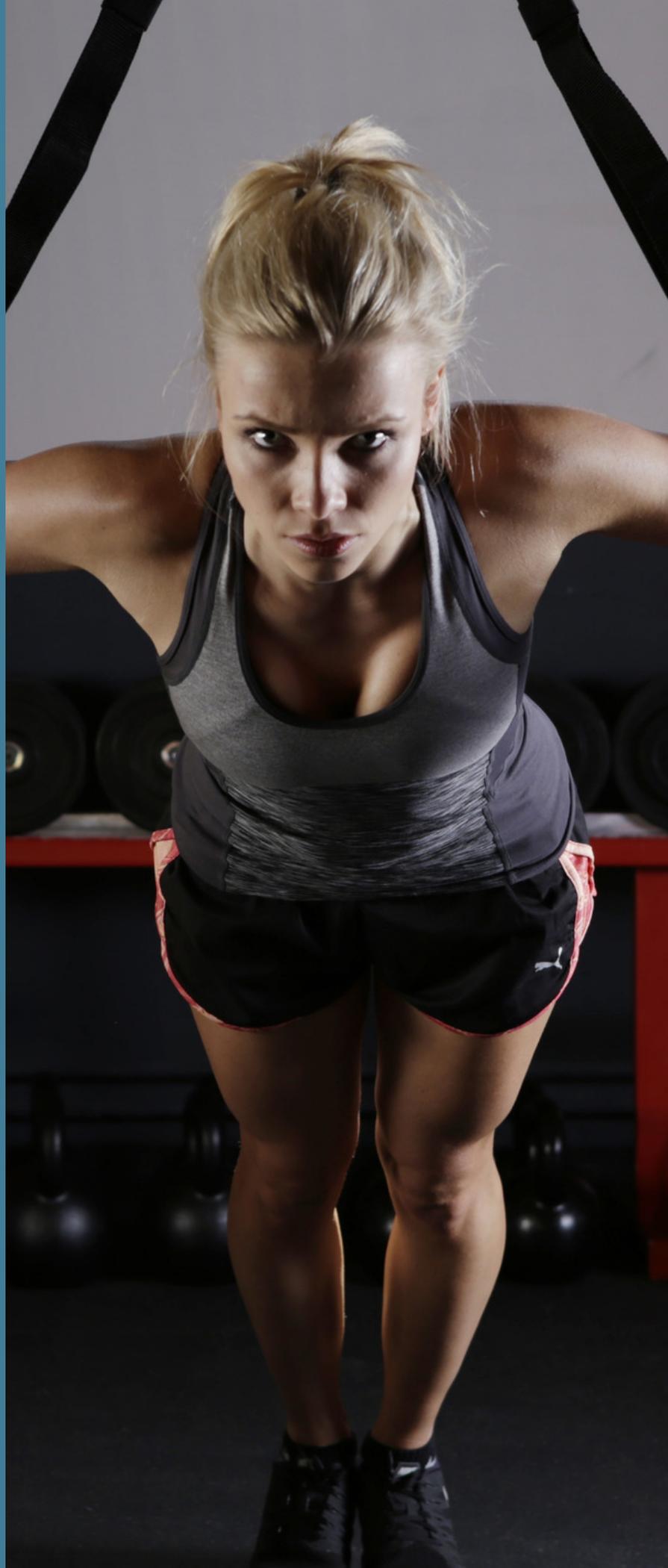
Remembering that fitness can be personalized to fit your health goals and needs.

As you begin this journey, you will tune in and listen to your body so you can always go at a safe and effective pace.

The Secret Recipe:

R + C + S = Lean, Energized and Optimized YOU!

You will enjoy a combination of resistance training, cardiovascular exercise and stretching moving from low to moderate to a high intensity pace so you can gain the maximum benefits in the shortest amount of time. By monitoring your heart rate and recovery time, you will be able to know when to increase or decrease your intensity so you can get the most from your workouts while having fun and staying safe.



The Role of Resistance

Resistance training builds and strengthens your muscles by working against a force.

This force can come in many forms such as your own body weight, gravity and other weighted elements like barbells or heavy balls, even tires like you may have seen in crossfit. With each workout you want to give your body and muscles variety and a change in the rate, speed, force or intensity to optimize the full benefits of your workouts. This means increasing or changing your weight, your speed or repetitions.

Resistance training will boost your metabolism, melt fat, increase your energy and strength all the while giving you tone and a great physique.

The great news is that during this program, fitness will be fun! You get to choose, based on your fitness level if you will use your own body weight or begin to use added weights in the form of dumbbells, kettlebells or machines at the gym. Whatever your level, you get to choose because it's all about getting up and getting out so you can move your body and introduce positive stress through exercise in varied degrees on a daily basis. As you do, you will notice your energy, mood, sleep, mindset, strength and even confidence improve. Day by day, with each workout, keep track, tune in and notice all that is improving in your health and life.

Short and Fast

To maximize your time and the health benefits of this plan, you will be enjoying high intensity, short duration workouts. This will prevent over training or injury. Believe it or not, your muscles actually like high-intensity stress, it causes them to respond and grow better than low- intensity.

This means you must consistently attempt to induce a higher level of stress than the previous workout. This forces muscles to change their structure, to grow. If the level of intensity remains the same, muscles eventually adapt and no longer respond with growth. The good thing about performing an exercise at a high-intensity level is that it takes fewer sets to stimulate muscles for maximum growth. That means workouts are short and sweet and we have included links in this guide to fun High Intensity Interval Training and Tabata workouts to inspire you along the way.

Cardiovascular Training and Stretching for Longevity and Wellbeing

Cardiovascular exercise is great for heart, brain and circulatory health. The old ideas around cardio, was that you needed to walk or run for an hour or more at a time to “burn calories” to lose weight and gain the health benefits. Research has shown this to be false! In fact longer periods of cardio actually create negative stress on the body, wear down your immune system, increase the catabolic stress hormone cortisol that will actually put your body into a fat storage vs. burning state.

Modern research has found you can gain the same heart health benefits and burn triple the amount of calories while increasing lean muscle mass with shorter, high intensity interval training. Because we believe in working smarter, NOT harder for maximum benefit, this program will cap you out at 20 minute cardio sessions paired with short and fast resistance training. Each workout will be varied, interesting, challenging and fun so you can say goodbye to long hours at the gym.

Every workout will begin with a recommended 5-10 minutes of dynamic movements, stretching or foam roll activity to increase flexibility, balance and agility. This combination ensures you enjoy safe and effective fitness training for enhanced health and wellbeing.



How to Use the 28 Day Fitness Guide

You will see the suggested workout calendar followed by descriptions of the different exercises you can do on those days. We have also included a special section on some of our favorite online workouts that offer great training tips and teaching so you can have fun getting fit.

It's important to know that whether you are just getting started or have been working out for years, the fitness guidelines in this book can be adjusted for you. You can change the following factors to increase or decrease your intensity and difficulty level:

- Time and Speed it takes to perform the exercise- going faster or slower
- The amount of repetitions- doing more or less
- The amount of resistance- adding or taking away weight
- The intensity of how you perform the movements- are you fully contracting muscles?

By making a few small tweaks, you can easily progress at your right pace BUT you MUST progress. You don't want to get into a groove of just doing the same exercises the same way each time- this will not produce fast results. Remember, to challenge yourself, make small changes every few workouts by going faster or slower, adding more or less weight, increasing your repetitions and resistance to your workouts. Track your results and be sure to tell us all of the great changes you are noticing day by day.

Medical Disclaimer: If you experience pain or difficulty with these exercises, stop and consult your healthcare provider (symptoms of weakness, unsteadiness, lightheadedness or dizziness, chest pain or pressure, nausea, or shortness of breath). Mild soreness after exercise may be experienced after beginning a new exercise. Contact your physician if the soreness does not improve after 3-4 days.

28 Days at a Glance:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Lower Body	Light Cardio/ Abs	Upper Body	Cardio/ Stretch	Cardio & Legs	Cardio try Tabata/ HIIT	Rest
Upper Body	Cardio/ Abs	Lower Body	Cardio/ Stretch	Upper Body/ Cardio	Cardio try Tabata/ HIIT	Rest
Lower Body	Cardio/ Abs	Upper Body	Cardio try Tabata/ HIIT	Cardio & Legs	Cardio/ Yoga- Stretch	Rest
Upper Body	Cardio/ Abs	Lower Body	Cardio/ Yoga- Stretch	Upper Body/ Cardio	Cardio try Tabata/ HIIT	Rest

Choose from the recommended exercises on the appropriate days.

Remember to progress at your own pace. To get a understanding of your starting fitness level, we recommend the use of this fitness calculator.

[Click here](#) to answer a few question and find out your fitness level and age. Whatever your score, the great thing about fitness is that you can ALWAYS improve. Be sure to chart your age each week to see how you are improving over the 28 days.

Pre-Workout Warm Up:

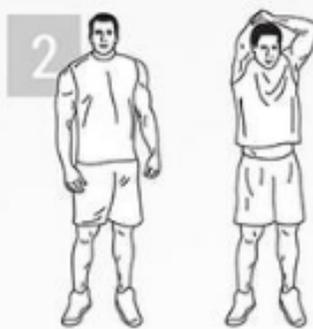
It's idea to properly prepare your body for weight or resistance training to always begin with a 5-10 minute warm up that combines dynamic movements with stretching. Be sure to target the specific area and muscles you will train. Walking, jogging in place or jump rope are all great ways to begin followed by stretching for optimal results.

You will perform the stretch doing your best to hold it for a count of 10-20 seconds. Take the stretch to the point of pull NOT pain. If you experience pain, relax off of the stretch just a bit until you feel the start of the pull- hold there for the remainder of the time.

Here are the most common stretches you can choose from:



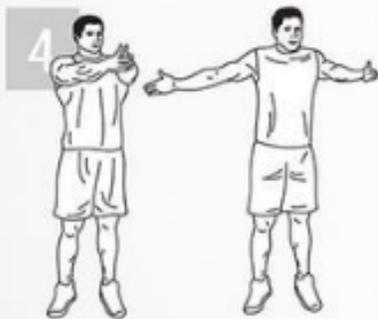
neck stretch



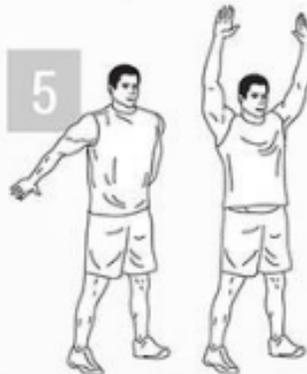
tricep stretch



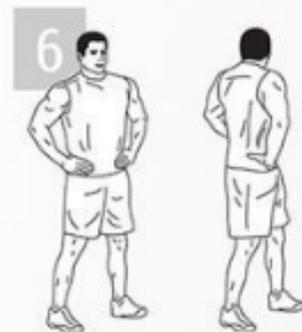
shoulder stretch



dynamic chest



dynamic back



mid back turns



knee circles



hip circles



toe touches

LOWER BODY WORKOUTS:

LEG WORKOUT #1: 3 sets each of Squats, Lunges and Wall Sits

LEG WORKOUT #2: 3 sets each of Walking Lunges, Deadlifts, and Calf Raises

LEG WORKOUT #3: 3 sets each of Step Ups, Curtsey, and Squats

Lower Body/ LEG WORKOUT:

After your warm up, pick 1 of the 3 lower body leg workouts and complete 3 cycles doing 1 set of each exercise 3 xs, doing 12-15 repetitions of each. Rest for 30-60 seconds and then move to the next exercise, rest then the third.

After you complete one full cycle of each exercise, rest for 1-2 minutes and then repeat the cycle of 3 exercises at 12-15 repetitions 2 more times. To increase the resistance you can use a weight that causes you to be fatigued at the end of each set but do not work to muscle failure. In other words, when you get to 12 to 15 repetitions, you should be able to do a couple more repetitions, if you wanted to. In the case of wall sits, try to hold the position for 30 seconds if you can.

For a Great Lower Body Workout, [CLICK HERE](#) to Check Out this Video:

SQUAT:

Standing hip width apart squat down to a 90 degree angle with a straight back making sure your knees do not go over your toes. Your weight should be in your heels. Return to a standing position and repeat. [CLICK HERE TO WATCH](#) this how to do proper squats video:

Standing or Walking Lunges:

Begin with feet together. Step forward with your left leg. Lower yourself to the ground by bending both knees creating 90 degree angles in each leg. Right heel should be off the ground. Push the floor away with the right foot bringing your feet back together. Repeat with the right leg. [CLICK HERE TO WATCH](#) this how to do proper lunges video.

Wall Sits:



Stand against a wall, with your legs extended out and knees bent in front of you. Lower down until you are “sitting” as if your body is making a “chair”. Press into the wall for stability, keeping the back of your head touching the wall. . Your feet should be about 2' away from the wall. Hold this position for a count of 10-30 seconds depending on your fitness level.. Move slowly back to the start position. Rest and reset for 1 minute, then repeat.

Calf Raises:

Begin by standing on a ledge with your heels hanging off the edge. Hold the appropriate weight in one hand and with the other hand hold an object for stability. Putting all of your weight in your toes push the floor away while raising your heels. Hold for 2 seconds in raised position. Lower heels and repeat. You can do this with one leg at a time for more intensity or if needed for balance.

Deadlifts:

Stand upright holding a barbell in front of your upper thighs with an overhand grip. Place your feet shoulder-width apart and slightly bend your knees. With your chest up, arms straight and core tight to maintain the natural arch in your low back, lean forward from your hips, pushing them rearward until your torso is roughly parallel to the floor or until you feel a good stretch in your hamstrings. At the bottom, keep your back flat & head neutral. The bar should be very close to or in contact with our legs throughout. Flex your hamstrings and glutes (squeeze your buttocks) to reverse the motion, bringing the bar back to the start position.



Step Ups:



Stand facing a knee-high platform (like a box, bench, or step) holding a pair of dumbbells at your sides. Keeping your feet parallel and your torso upright, step your right leg back into a lunge. This is the starting position. Without letting your right foot touch the floor, push back up into a standing position, and then step up onto the bench using your right leg, bending your left knee and raising it as high as you can in front of you. Reverse the movement to return to the starting position. Do equal reps on both sides.

Curtsey:

Stand tall with your feet hip-width apart. Step your right leg diagonally behind your left leg and bend your knees to lower into a lunge. Push through your right heel to stand, and bring your right leg back to start. Repeat on the other side.



Special thanks to Popsugar for the use of their images to show proper form for each exercise.

CARDIOVASCULAR EXERCISE WORKOUTS

“Cardio” is sustained movement using large muscle groups that increases your heart rate. This type of exercise improves both function and performance of the heart, lung and circulatory system. For optimal fat burning, heart health and training, you want to ensure that when you are working out, you are in your Target Heart Rate Zone which is 55-85% of your max heart rate.

Age	Maximum HR	50 percent	75 percent	85 percent
20	200	100	150	170
25	195	98	146	166
30	190	95	142	161
35	185	93	138	157
40	180	90	135	153
45	175	88	131	149
50	170	85	127	144
55	165	83	123	140
60	160	80	120	136
65	155	78	116	132
70	150	75	113	127
75	145	72	108	123
80	140	70	104	119
85	135	68	101	115

To find out your rate, look at this chart. Find your age range. When you work out you can wear heart rate tracking monitors or be sure to take your pulse while you are exercising to ensure you are staying in your target range for maximum results. The great thing about working out is you can always customize it just for you.

Pick activities that you like and watch your heart rate so you can get a safe and effective workout.

Cardio 101:

Start with what you love! The idea is to move for 20-30 minutes (a total of 150 minutes a week is ideal) doing something that will get your heart rate up to your target heart rate zone. From walking, running, biking, swimming, to dancing, jumping rope, climbing stairs or dancing with your kids- pick the type of movement that feels good. A “steady state” cardio workout will keep you at a constant rate and pace while exercising. Think of this like walking and talking with friends- it’s great and always good for your heart but if you have health and fitness goals, you will need to progress your cardio workouts over time. This is as simple as increasing your target heart rate training zone from 55% up to 60% then to 65,70 and so on. The more varied your workouts become, the more effective they will be and the faster you will achieve your goals.

Cardio- Interval training & High Intensity Interval Training (HIIT):

If you are ready to mix things up a bit, start by adding in 3-5 intervals. This is done where you begin with a 2 minute warm up, then move into your “steady state” training at 55% of your THR for 5-10 minutes. Next you will go into interval modes where you increase your THR between 65-80% for 1-3 minute spurts at a time, followed by recovery states of 1-3 minutes at 55% of your THR.

For more advanced workouts, you will move into the HIIT rounds where you take your heart rate up to 80-90% of your max heart rate. You will spend equal time of high intensity to rest phase with as many cycles as you can in a 20 - 30 minute session.

- A great example of a moderate interval level is if you are walking at a steady state for 1-3 minutes, you will then increasing your rate and speed by jogging for 1-3 minutes with a recovery state of walking followed by 2-3 more rounds of running/ walking.
- A great example of HIIT is sprinting for 30 seconds all out followed by 30 seconds of walking to recover. You can do this with a variety of exercises back to back to back.

[CLICK HERE](#) to check out this great HIIT workout from popsugar:

Any time you increase your speed, resistance or difficulty level, you will increase your heart rate, just be sure to stay in your zone.

Cardio- Tabata

Is the next level of interval training done at even higher rates and for shorter periods to max your system. Tabata training was developed by Izumi Tabata, Ph.D., at the National Institute of Fitness and Sports in Tokyo. It's a timed interval method that alternates between 20-second intervals performed at maximum effort and 10-second stages of rest, repeated eight times for the ultimate exhaustive four-minute workout. Tabata workouts are typically longer than 4 minutes combining several movements for maximum stress to accelerate fat burning and metabolic function. Many people love tabata workouts because they are fun, varied, short and they push you to your best. For a great tabata workout,

[CLICK HERE](#) to check out this great 10 minute workout from popsugar.



CORE EXERCISE WORKOUTS

Your core is made up of the muscles in your pelvic floor, abdomen and low back. These muscles support your spine and are involved with nearly every movement in your body. Core exercises train the muscles in your pelvis, lower back, hips and abdomen to work in harmony leading to better balance, stability, strength and power.

Here are some of the best exercises to strengthen and stabilize your core giving you not only great looking abs but more power and stability to carry you through your day.

CORE WORKOUT #1: 3 sets of each: Bridge, Crunch, Plank

CORE WORKOUT #2: 3 sets of each: Side Plank Rt & Lf, Superman, Bridge

Perform 3 sets of each of the following abs exercises. Complete all three sets of each exercise before moving on to the next exercise, resting 2 minute between each set. In each set, try to do 20 repetitions of the movement. If you can only do 10, or 5, then make that your set. Your abs will get stronger each week.



Bridge: Be flat on the floor on your back with the hands by your side and your knees bent. Your feet should be placed around shoulder width. This will be your starting position. Pushing mainly with your heels, lift your hips off the floor while keeping your back straight. Breathe out as you perform this part of the motion and hold at the top for a second. Slowly go back to the starting position as you breathe in.



Crunch: Lie on the bench or floor with knees bent. Place palms on the back of the head but don't pull your head at all. With eyes on the ceiling, contract your abdominal muscles and try to crunch your chest toward your belly. Just lifting your shoulders and upper back off the ground by a few inches is sufficient if you are fully contracting your abdominal muscles. Hold for 2 seconds and repeat. Hint: for maximum contraction, imagine drawing your navel inward towards your spine. For a little variety or intensity you can twist your body on the way up as if you were going to point your elbow at the opposite knee.



Plank: Lie face down in a pushup position. Keep your palms on the floor next to your shoulders and your feet flexed with the bottoms of your toes on the floor. Take a deep breath and press up into a pushup. Your body should make a straight line from your heels to the top of your head. Draw your navel toward your spine and tighten your buttocks. Look at the floor to keep your head in neutral position and breathe normally. Hold for at least 10 seconds and lower yourself back to the floor and repeat. As you get stronger try some advanced plank exercises.



Side Plank: Start on your **side** with your feet together and one forearm directly below your shoulder. Draw your belly button towards your spine to contract your core and raise your hips until your body is in a straight line from head to feet. Hold the position without letting your hips drop for 20-30 seconds a time for each set, then repeat on the other side.





Superman: Start by laying face down with your chin on the ground, ankles touching. Get ready to fly... Reach your arms straight out above your shoulders, palms down squeeze your glutes (buttocks) and draw your shoulders together to lift your upper and lower body off of the ground a few inches. Reach through your fingers and toes, keeping your body long and lifted for the count of 8-10 seconds. Lower, take a breath in and as you breathe out, lift again and repeat up to 12 times. Once complete- bend the knees and press back into child's pose for a great low back stretch.

UPPER BODY WORKOUTS:

UPPER BODY WORKOUT #1: 3 sets of each: push-ups, bent rows, lateral raises

UPPER BODY WORKOUT # 2: 3 sets of each: tricep extensions, bicep curls, push-ups

Weight Workout:

Perform each of the following exercises once for 10-15 repetitions. Use a weight that is heavy enough for you to feel as though you will not be able to continue past 10-15 repetitions.

If you cannot do at least 10, use less weight. If you can do more than 15, use more weight. After you complete the exercise, move to the next exercise. Complete the 3 exercises one time, then repeat each exercises again, for a total of 3 complete circuits.



Pushups: Start in a plank position with your arms and legs straight, shoulders above your wrists. Take a breath in, and as you exhale, bend your elbows out to the sides and lower your chest toward the ground. Stop as soon as your shoulders are in line with your elbows. Inhale to straighten the arms. This counts as one rep. If this is too difficult, do this exercise with your knees on the floor. Be sure to squeeze your glutes and legs together for added support through your core. Keep your spine long and straight with your head in a neutral position (don't drop your head- imagine a straight line from your tailbone to your crown). Repeat going for 12-15 at a time in your set.



Tricep Extension: Lean forward and bend both knees, remembering to keep a flat back. Extend your arms so they are straight. Lift the dumbbells straight up to chest level, squeezing your shoulder blades together as you do. Be sure to keep your elbows in and pointed upward. Don't arch your back. Slowly lower the weights back to the starting position to complete one rep. Repeat



Lateral Raises: Stand with your feet hip distance apart. Hold a dumbbell in each hand so your palms face in toward the sides of your body. With control, keep your arms straight (but don't lock that elbow) and as you inhale, raise your hands up toward the ceiling. You want your palm to be facing down and your arms to be parallel to the floor. Then as you exhale, slowly lower your hands back to your body. You should be able to see your hand in your peripheral vision. Your arm won't be directly out to the side but slightly forward. Repeat

Bicep Seated Curls: Stand with your feet hip distance apart. Hold a dumbbell in each hand so your palms face in toward the sides of your body. With control, keep your arms straight (but don't lock that elbow) and as you inhale, raise your hands up toward the ceiling. You want your palm to be facing down and your arms to be parallel to the floor. Then as you exhale, slowly lower your hands back to your body. You should be able to see your hand in your peripheral vision. Your arm won't be directly out to the side but slightly forward. Repeat



Bent Row: With a pair of dumbbells and your feet hip-width distance apart, bend at the waist. Keep your back parallel to the floor with a neutral spine – not rounded. With a slight bend in your knees, hold your arms and the dumbbells extended out in front of you. Draw your belly button towards your spine to engage your abs and squeeze your shoulder blades together as you bring the weights to your torso. Be sure to keep your elbows in and pointed upward. Slowly lower the weights back to the starting position to complete one rep. Repeat

Pre and Post Workout Stretching

Stretching is an essential part to your fitness and health routine. The benefits are vast from increasing blood flow, boosting energy, enhancing flexibility, and athletic performance to reducing injury, stress, soreness and fatigue. Stretching can be done before and after any workout and throughout your day to keep your body energized and feeling it's best.

When you stretch, there are a few things to keep in mind. You will perform the stretch doing your best to hold it for a count of 10-20 seconds. Take the stretch to the **point of pull NOT pain**. If you experience pain, relax off of the stretch just a bit until you feel the start of the pull- hold there for the remainder of the time. We have included some of the best full body stretches that you can do anytime, anywhere to bring your body and mind into balance.

[Click Here](#) to watch a great 10 minute stretch video from popsugar.



child's pose



30 sec

ab stretch



30 sec

cat back stretch



30 sec + 30 sec

butterfly stretch



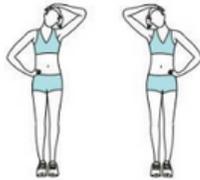
30 sec

calf stretch



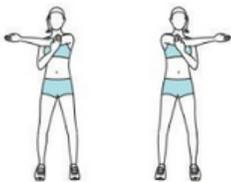
30 sec + 30 sec

neck stretch



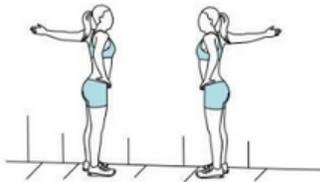
30 sec + 30 sec

shoulder stretch



30 sec + 30 sec

chest stretch



30 sec + 30 sec

hamstring stretch



30 sec 30 sec

glute stretch



30 sec + 30 sec

standing forward bend



30 sec

quad stretch



30 sec + 30 sec



Track Your Progress- Notice Your Results

We recommend that you use a wearable device to check your biometrics such as heart rate, weight, and sleep so you can monitor and see your improvement. Our favorite is the biostrap, [click here](#) to learn more.

Choose the tracker that is right for you and monitor your data. Research shows that when you track your progress, your results increase on average by more than 35% over those that don't track. For an added piece of proof of progress, remember to check back in and do the fitness calculator, [click here](#) to check each week. Not only will you see it but you will feel it as you watch your health optimize before your eyes.



*A journey of a thousand miles
begins with a single step.*

Today is your day so take that step and may one lead to the next and to the next optimizing your body, health and life!