



8fit Challenge **Success Guide**



It's time to inspire & be inspired!

We're so excited you've decided to join the 8fit Challenge!

8fit is more than a fitness and nutrition app, it's a tool to help you build healthy, sustainable habits not just for the here and now, but for **life**.

Because we know that there's no one-size-fits-all solution for both fitness and healthy eating, we've set out to create an engaging, approachable way to reach your goals. We make healthy living simple by providing tailored guidance, including personalized workouts and meal plans, in an easy-to-use app.

We hope that you take advantage of 8fit's other strong suit: **community**. Fitness and nutrition aren't solo missions. The 8fit team -- and large community of 8fitters -- are here to support you every step of the way.

Change starts here.



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Contest details

This challenge is all about *you*. By the end, we hope that you feel stronger, more energized and like you're a part of the 8fit community. Official registration is open from April 2 - May 4, 2018. After signing up using your Instagram handle, your first challenge is to submit a "before" photo to [transformation+\[your Instagram handle\]@8fit.com](mailto:transformation+[your Instagram handle]@8fit.com) (example: transformation+bettywhite123@8fit.com). Once your before photo is sent, your challenge has officially begun.

What to expect:

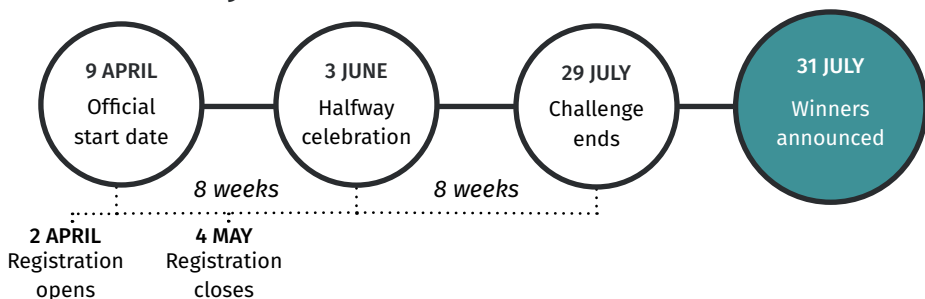
Depending on when you registered and submitted your "before" photo, the challenge could last anywhere from 12 weeks to 16 weeks. Don't worry about the length, the challenge is split into two, manageable 8-week periods. The official **start day is April 9, 2018**, and the challenge ends July 29, 2018. Winners announced July 31, 2018.

Mondays: Keep an eye out for weekly challenges via email and on our @8fit Instagram page. Complete the challenge(s) during that calendar week and tag #8fitChallenge and #8fit in your posts.

Thursdays: Join 8fit for the weekly live workout on Facebook & Instagram! Can't attend during the specified time? It's OK! You can also do the workout via on-demand video later in the day. Expect a high-intensity interval workout that takes 15 minutes or less.

Fridays: Check your email for healthy tips and inspiration!

Overview of Key Dates:



Wait, what's that prize again?

Win 1 of 8 trips to Berlin &
the 8fit Wellness Weekend Retreat

Eight lucky 8fitters will win a trip to 8fit's Berlin HQ paired with a weekend wellness retreat to a sunny destination. At 8fit HQ, winners will participate in a professional photoshoot. Next, everyone will travel together to the retreat destination with 8fit coaches for a holistic weekend filled with yoga, fitness classes, meditation and educational sessions on nutrition and healthy eating. There will be two winners in each of the following categories:

- **Inspirational Story**
- **True 8fitter**
- **Motivational Leader**
- **People's Choice**



That's not all...

These grand prizes aren't the only prizes. Every week, you'll have the chance to win 1 of 16 8fit prize packs that include:

1. **1-year 8fit Pro membership for you**
2. **1-year 8fit Pro membership for a friend**
3. **\$50 online gift card**
4. **8fit water bottle**



How do I win?

To win both weekly and grand prizes, you'll need to participate as much as you can! Complete each weekly challenge, join Thursday workouts, and inspire -- or be inspired -- by commenting on other participants' photos throughout the challenge.

For more information, read the full [**terms and conditions**](#).

Goal setting

Goal setting can make or break your fitness progress – what goals you set, and how you set out to achieve them, can either serve as motivation or motivation killers. That's why we encourage you to make SMART goals. We've given you some space to articulate those goals on the next page, so take some time to think about why you're joining the challenge.



think SMART

S – Specific

The more specific you are the easier it is to see what you need to accomplish. Answer the five “W” questions: who, what, where, why, and which.

M – Measurable

How will you know when you achieve your goal? Decide how you want to look, how you want to feel or what you want to be capable of.

A – Attainable

Is your goal reachable within the challenge period?

R – Relevant

Your goal should positively impact your health and fitness. Make sure it has the potential to impact your weight, strength, flexibility or cardio health.

T – Timebound

Give your goal a deadline.

My goal:

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Why:

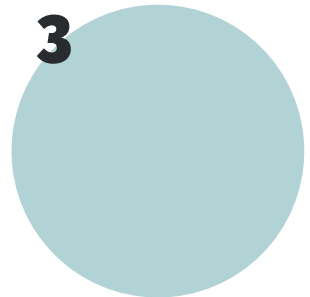
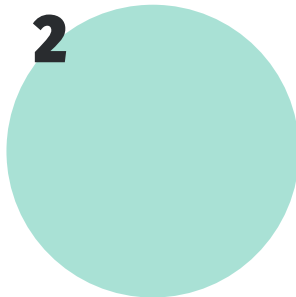
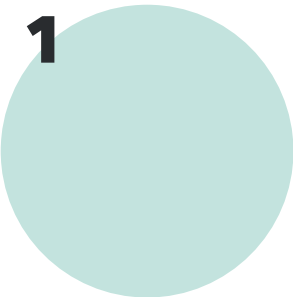
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3 promises to myself:



How to get started

Using the 8fit app during the challenge isn't required, but doing so will help you achieve the best results and get you closer to winning the grand prize. So, whether you're new to the app or not, this guide will help you understand how 8fit works and why we ask the types of questions we do.

Step 1: Set your goal

When you first open the 8fit app, you'll be prompted to select a goal.

Most 8fitters' goals fall under one of the three categories:



Lose fat

You want to lose weight in a safe - and healthy way.

Get fitter

You want to lose fat, and get lean.

Gain muscle

You want to enable weight and/or muscle gain.

Step 2: Answer some important questions

1. What is your body fat percentage?

The number on the scale is really just a number – it says nothing about your health or strength, body composition, or ability, and even less about your self-worth. That's why we center our goal-setting process around body fat percentage instead of weight.

2. What is your activity level?

Your activity level impacts the total number of calories in your meal plan. 8fit will automatically adjust your meal plan to accommodate your activity level and goal.

3. What is your starting weight?

Though we encourage you to focus your goals on metrics outside that number on the scale (like activity level), this number helps 8fit accurately calculate the total calories required for your meal plan.

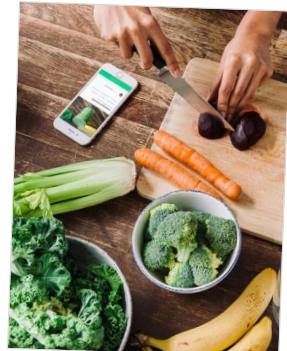
Step 3: Take a fitness assessment

Based on your current fitness level and goal, you will begin with a suggested suitable workout level. Every workout should be challenging, but doable and enjoyable. So, if you're sweating and out of breath, that's OK. But, if you can't complete the number of reps or duration of exercise suggested, the workout level is too difficult.

Step 4: Customize your meal plan

Fitness is only part of your wellness journey. Following your customized 8fit meal plan will accelerate your success. Set your diet preference (i.e. vegan, vegetarian, standard, paleo, or custom), then exclude any allergies or ingredients you don't like on the next screen by crossing out those ingredients out.

Explore some sample meal plans for **standard**, **pescatarian** and **plant-based** diets.



Step 5: Get your shopping list

Once your meal plan is created, your shopping list is automatically populated with the food quantities you need for your meals.

Carbs
<input type="checkbox"/> 4 corn tortilla 6 oz
Cheese
<input type="checkbox"/> 6 oz mozzarella (part skim milk)
Condiments
<input type="checkbox"/> 1 1/4 cups tomato sauce, without sugar 11 oz
Dairy
<input type="checkbox"/> 3/4 cups Greek yogurt, plain (full-fat) 8 oz
Flavoring

Step 6: Be patient

It takes time for your body to adjust to changes, so be patient with yourself on this journey. Remember that as you start to exercise, you might feel tired or sore, and as you adjust to healthy eating, you might notice changes in your digestion. These feelings are normal and temporary. We're willing to bet that after two weeks of sticking with your 8fit plan, you'll feel absolutely amazing.



Grocery list

Before you go shopping, make a list and check it twice. Make sure you're getting the most of your nutrients from whole foods without additives or artificial flavorings. Here we break our shopping list into the three macronutrient categories -- protein, carbs and fats.

Protein

- ☐ Beef
- ☐ Chicken
- ☐ Pork
- ☐ Fish
- ☐ Shellfish
- ☐ Eggs
- ☐ Tofu
- ☐ Legumes
- ☐ Greek yogurt

Carbs

- ☐ Vegetables
- ☐ Fruits
- ☐ Legumes
- ☐ Rice
- ☐ 100% whole grain bread
- ☐ Potatoes and yams
- ☐ (in moderation)

Fats

- ☐ Nuts
- ☐ Seeds
- ☐ Avocado
- ☐ Plant-based oils (olive, coconut, avocado)
- ☐ Butter or ghee

More about healthy grocery shopping [here](#).

Meal prep tips

If cooking doesn't come easy to you -- or isn't pleasurable -- make meal prep part of your routine.

1. Invest in high-quality containers

Before you can prepare portioned meals ahead of time, you need something to put them in. Stock up on appropriately sized containers for things like soups, salads, smoothies, oatmeal, rice dishes, etc.

2. Plan your meals

Plan what you're having for breakfast, lunch and dinner during the week -- or let your 8fit app do the work for you.

3. Pick a day to grocery shop

For many, this is best done on Sunday before the work week begins, but find a day that works for you! After grocery shopping, make time for the actual prep (chop veggies, make a big batch of rice, roast your protein for the week, etc.).

4. Use your freezer

Freeze portioned meals or extra ingredients that you won't eat within the next 3-4 days. It makes healthy eating easier later in the week when you might start losing motivation.

5. Repeat weekly

Make meal prep part of your weekly routine and soon it'll be a habit that you'll actually enjoy.

Get more meal prep tips on [**8fit.com**](https://8fit.com).



How to take progress photos

1. Show your shape

Form-fitting activewear/swimwear that shows your midsection is best.

2. Wear the same clothes

If you can't wear the same outfit, wear something similar every time.

3. Use a plain wall

Use the same spot and make sure there's no clutter in the background.

4. Stand in natural light

Take your photo in natural daylight or a well-lit room.

5. Maintain posture

Stand up straight with your shoulders back and arms relaxed at your sides.

6. Full-body photo

No mirror selfies. Position your body in the center of the frame at eye level.

7. Shoot from 3 angles

Capture your front, side, and back.

8. Take photos monthly

Take your photos once every 4 weeks on the same day each month.

Read more tips in our article about [progress photos](#).



Fitness journal

Today is:

Today I will:

Water log (glasses):



--	--	--	--	--	--	--	--

Sleep log (hours):



--	--	--	--	--	--	--	--

Morning:

Afternoon:

Evening:

How are you feeling?



Inspired



Happy



Excited



Normal



Tired



Irritable



Annoyed



Sad

I'm proud of myself today for:

I'm grateful for:

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