



UP

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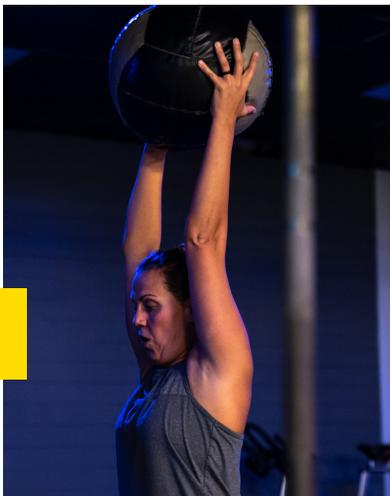
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**SWEAT.  
HUSTLE.  
REPEAT.**



# LISTEN UP

2020 really tipped the scales for a lot of us- working from home, home schooling, working out in our yards, but now it's time to LEVEL UP!

The time has come to turn the page on worry, fear, and hesitation. We are built to move and be challenged and create our own successes.

Lace up your shoes, shake off the dust, and LEVEL UP! This is how your comeback story starts!

# THE THREE MODALITIES

NO, WE AREN'T TALKING ABOUT SWEAT. HUSTLE. REPEAT.

**THIS IS OUR CULTURE.**



## STRENGTH

Overall full body strength is something that can be achieved through general fitness exercises and weight training. Strength is vital in maintaining functionality in everyday life. Injury prevention, changes in body composition, improved function/performance are just some of the benefits associated with increases in strength.



*So here is the truth.*

*I have worked in gyms since I was 20 years old. And now 15 years later I have finally found the perfect workout home.*

*Axis is not just a gym.*

*It is place for you to find your strong.*



## CONDITIONING

Conditioning and or cardiovascular health is the enhancement of the heart and circulatory function through aerobic exercise. Focused conditioning workouts can increase recovery, enhance mood, improve cardiovascular health, an increase in the ability to train at a higher intensity, etc.



## ENDURANCE

Muscular Endurance is the body's ability to perform repetitive movements for a given amount of time. Some of the benefits of an increase in Muscular endurance include

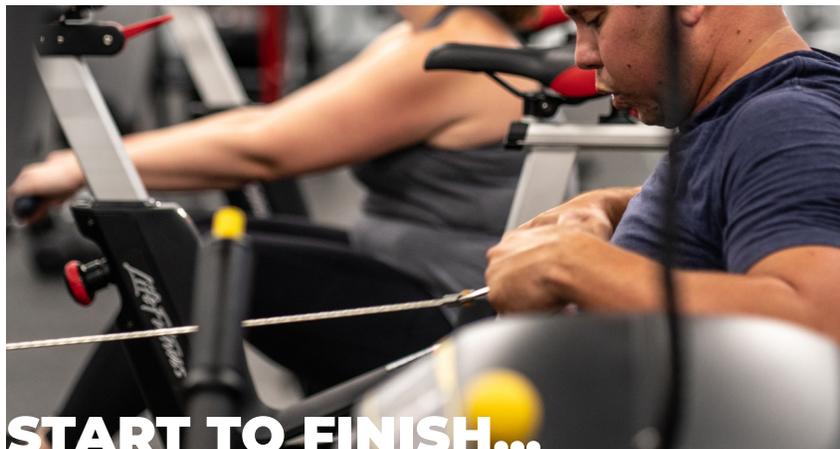
increased metabolism, reduced muscular fatigue, prolonged movement integrity, muscle hypertrophy, etc.

SWEAT. HUSTLE. REPEAT



# THE CHALLENGE

The **LEVEL UP CHALLENGE** is an opportunity to unite with other goal driven individuals on a 6 week journey of growth. Whether it's through group training, or one on one with a coach, the goal remains the same: Level up. For 6 weeks, and with the guidance of our Axis coaches, athletes will look to grow physically while creating good habits that will hopefully stick for life. Clients will be encouraged to show up to classes/ training sessions to work on a series of challenging, compound exercises and workouts.



START TO FINISH...

## THE PARAMETERS

In the 6 weeks of the challenge, clients should look for significant improvements in Strength, Muscular Endurance, and Conditioning.

The beginning of the challenge will start with a strategy session/ assessment workout conducted by one of our Axis coaches. The goal of this session will be to prescribe the correct training program based on the clients goals. Overall strength, muscular endurance, and conditioning will be tested during this initial session.

The end of the Level Up challenge will conclude with a group workout where coaches will test increases in our three elements. As long as the prescribed program was followed, clients should see not only body composition changes, but also improvements in overall strength, muscular endurance, and conditioning.

# F-R-I-E-N-D-S

## WHY IT'S BETTER TO SWEAT WITH FRIENDS

Let's face it—everyone needs a little more accountability. There's proven power in having a workout buddy to keep you on track. In a year-long study, those who worked out in a pair only had a 6% dropout rate, compared to 43% rate for those who exercised alone. So bring a friend and sweat together.

## STRENGTH IN NUMBERS

Accountability isn't the only benefit to working out with others. Watching your friends has a deeper, more psychological benefit too. Research shows that we tend to adopt the exercise behaviors of those around us – so surrounding yourself with people making healthy choices is likely to inspire you to do the same.



### THEY HYPE YOU UP

Whether you're struggling with a heavier weight or a final lap, your workout partner is nearby to hype you up and keep you moving.

### THEY FORCE YOU TO SHOW UP

You wouldn't just randomly bail on dinner with a friend, right? Treat going to class together the same way! By making a plan and holding each other accountable, you'll see results faster – and you'll have someone to celebrate with.

### THEY KEEP IT FUN

The camaraderie of working out in a group helps keep you happy, healthy, and coming back for more. Whether it's impromptu twerking during a workout, a post-class catchup, or a little friendly competition, the endorphins from positive reinforcement help you push yourself a little more.

3

REASONS IT'S BETTER TO SWEAT WITH FRIENDS

## DYNAMIC DUOS



## STAY AND SLAY TOGETHER

Working out with my partner allowed us to tackle our fitness goals together- it kept us accountable both inside and outside of Axis. Even though we were completing the same workout, our Coach challenged us to focus on our individual needs. We would highly recommend this option for partners looking to support, motivate and grow together!

# THE MOVES AND METRICS

## BIKING - CONDITIONING

Cardiovascular or aerobic workouts, such as cycling, strengthen your heart, lungs, and muscles. They also improve the flow of blood and oxygen throughout your body. This, in turn, can benefit your health in a number of ways, including lower blood pressure, improved blood sugar levels, and building a stronger immune system. A stationary bike workout is also a low-impact option that uses smooth movements to strengthen bones and joints without putting much pressure on them. This makes it an even better option for people with joint issues or injuries.



## AIR SQUATS - ENDURANCE

Air squats are a great way to learn the proper form for squats. Once you've mastered them, your performance in weighted squats like goblet squats, back squats and front squats will increase with a much smaller risk of injury. Air squats also help to build both a solid strength foundation and balance in your lower body. They target your thighs, hamstrings, quadriceps, and glutes in particular, helping you to add muscle mass in these areas. Because balance is necessary, air squats can also engage your core.



## DUMBBELL THRUSTERS - STRENGTH

The thruster is a compound movement since it uses more than one joint and combines the front squat and overhead press. Thrusters will elevate your heart rate and improve your exercise performance. They also help boost your metabolism and increase your muscular endurance and strength. They improve intermuscular coordination, movement efficiency, and flexibility.



GET EXCITED TO TEST ALL YOUR IMPROVED SKILLS AND CELEBRATE YOUR ADVANCEMENT WITH A FUN AND CHALLENGING WORKOUT WITH YOUR NEW AXIS FAM!

# WHAT TO EXPECT

## THE FITNESS CHALLENGE

Day one of the Level Up Challenge will consist of a workout that EVERYONE in group classes will complete. This first Level Up workout is designed to test your performance in three key areas (STRENGTH, ENDURANCE & CONDITIONING). At the end of the 6 weeks, you will get to show off all the progress that YOU have accomplished through the challenge. Get excited to test all your improved skills and celebrate your advancement with a fun and challenging workout with your new Axis Fam!

### PUSH-UPS - ENDURANCE

Push-ups are beneficial for building upper body strength and endurance by working the triceps, pectoral muscles, and shoulders. When done with proper form, they can also strengthen the lower back and core by engaging (pulling in) the abdominal muscles.



### AB MAT SIT-UPS - ENDURANCE

Sit-ups are a traditional core exercise often used to strengthen, tighten, and tone your core, while reducing your risk of back pain and injuries. Strong core muscles are linked to improved muscular strength and endurance in athletes. A strong core gives you proper posture, stability, and form, allowing you to perform at higher levels during any sport or physical activity. Plus, you'll be less likely to experience fatigue.



**Know where, and why,  
you started.**

BURN BABY, BURN!

# EAT TO LIVE,

## NOW, MORE THAN EVER, YOU NEED TO LOOK AT WHAT YOU'RE EATING.

We know that adopting a healthy lifestyle can sometimes be a challenge and that having the right tools can help overcome these challenges and allow you to reach your goals with ease.

Making healthy choices in the kitchen is key in achieving your physical goals and having the right support inside and outside the gym will...



1

### ENERGY PERFORMANCE

When you're putting your body to the test, you better be treating it to the best! High quality, nutrient-rich food provides you the energy and support you need to #bustyourAXIS..



2

### BODY COMPOSITION

Results don't come by eating less and less and less. It's about balance. Eating more (yes, more) high quality foods is what will replace the fluff with firm.



3

### INJURY PREVENTION

Movement and form is always key, however, making sure you're running on all cylinders is essential to performing at your best!

## YOUR INSIDE AND OUTSIDE MUST MATCH!

In order to optimize your diet for best performance both inside and outside of gym making healthy choices in the kitchen and having the right support to fill in the gaps where necessary is key and the roadmap to your success.



# NOT LIVE TO EAT.



## HELP FROM HEATHER:

We offer tools covering four basic principles to help you succeed by learning to eat with balance, lift with passion, live with confidence and take it to the next level!

Whether you are looking for :

- 1) body composition changes
- 2) improved energy and performance
- 3) consistency
- 4) healthy aging and injury prevention

## QUICK TIPS FOR YOUR NEXT GROCERY STORE VISIT:

Good nutrition starts with smart choices in the grocery store. Cooking up healthy meals is a challenge if you don't have the right ingredients in your kitchen.

The process starts even before you head to the grocery store, experts say. Before you set out for the market, plan your meals for the week, and create a list to shop from.

It takes a few minutes, but saves time in running back to the store for missing ingredients.

*And don't shop hungry: An empty belly often results in impulse purchases that may not be the healthiest!*



## THE PLAN

## OUR GUIDE

Calculate number of calories needed.

Remember to use Desired Body Weight (DBW) to create deficit.

To find your Resting Metabolic Rate (RMR), Body Weight (BW) x 10 = RMR in calories

**\*\*Must use DBW if within 20lbs. If more than 20lbs to lose divide pound loss amount by 2 and use that number**

le: If BW = 200lbs and DBW = 150lbs use 175lbs to calculate RMR.

Once DBW of 175 is reached you will then use 150lbs to reach ultimate goal of 150lbs.

Calculate daily living factor = RMR x 1.20 = Calories needed on non-workout days.

On days that you DO workout RMR x 1.6.

### Portion Sizes and Examples

#### **Carbs: 1 portion = 20g/80 calories**

½C starchy vegetable, ½ C rice/pasta, 1 Whole Wheat Wrap, 15 Crackers,  
1 slice of whole grain sandwich bread, 1/2C Sweet Potatoes or White Potatoes,

#### **Fruit: 1 Portion = 20g/80 calories**

1 medium size Apple/Banana, 3/4C Grapes, 1C Berries

#### **Non-Starchy Vegetables: Unlimited (at least 4 portions)**

2 Handfuls Raw Spinach, 20 Baby Carrots, 1C Broccoli, 4 Stalks of Celery,  
½ Sweet pepper, 10 Asparagus Spears

#### **Protein: 1 portion = 20g/80 calories**

3oz (palm size) of Cooked Chicken/Turkey/Fish/Beef, 6 Egg Whites,  
3 Whole Eggs, 1 Scoop Protein Powder, 1 C Non-fat Greek Yogurt

#### **Fat: 1 portion = 20g/180 calories**

1/4C Nuts, 2TBSP Nut Butter, 1/4C Avocado, 1/2C Hummus, 1TBSP Olive Oil

I GET THE RESULTS AT AXIS. ALL TRAINERS ARE KNOWLEDGE-  
ABLE AND READY TO HELP YOU MEET ANY GOAL THAT YOU  
MAY HAVE. THERE IS AN ENERGY HERE THAT YOU CANNOT FIND  
ANYWHERE ELSE ALSO! **LOVE AXIS!!**

DAYS 1 - 21



# INITIAL CHANGE PHASE

The initial weight loss phase is intended to help you clear out your pantry and ultimately your body systems (kidney, liver, blood & colon) of toxins and just plain old JUNK! In these first 3 weeks you will see your quickest weight loss due to the amount of water weight you will be shedding with all that JUNK! The reason you will be on this phase for a short 3 weeks is because with the higher amounts of protein and lower carbohydrates you will begin to feel a little groggy and over time lose energy and momentum in your weight loss. Any longer in this phase and you may see negative side effects as your body will try to compensate for the lack of carbohydrates and retain weight.

Calorie level amounts will be: **Carbs 30% | Protein 50% | Fat: 20%**

## 1800 calories/ day

**CARBS**  
135g/ 540 calories **7 portions**

**PROTEIN**  
225g/ 900 calories **11 portions**

**FAT**  
40g/ 360 calories **2 portions**

## 2400 calories/ day

**CARBS**  
180g/ 720 calories **9 portions**

**PROTEIN**  
300g/1,200 calories **15 portions**

**FAT**  
54g/ 480 calories **3 portions**

## 3000 calories/ day

**CARBS**  
225g/ 900 calories **11 portions**

**PROTEIN**  
375g/1500 calories **19 portions**

**FAT**  
67g/ 600 calories **4 portions**

# ENERGY & STRENGTH BUILDING PHASE

The energy building and strength building phase is exactly how it sounds. After your initial weight loss phase you will be ready to start lifting more weights and increasing your muscle mass to help you burn more calories at rest, giving you more energy throughout your typical day. This phase is a 4 week cycle to make sure you have adequate time to continue to see weight loss (up to 2 pounds/ week) without negative side affects.

Calorie level amounts will be: **Carbs 40%** | **Protein 35%** | **Fat 25%**

## 1800 calories/ day

### CARBS

180g/ 720 calories **9 portions**

### PROTEIN

158g/ 630 calories **8 portions**

## 2400 calories/ day

### CARBS

240g/ 960 calories **12 portions**

### PROTEIN

210g/ 840 calories **11 portions**

## 3000 calories/ day

### CARBS

300g/ 1200 calories **15 portions**

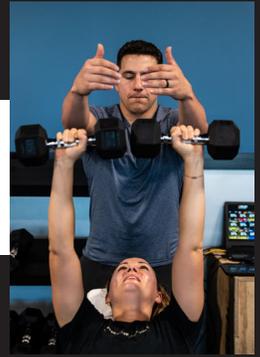
### PROTEIN

260g/ 1050 calories **13 portions**

## ISAIAH SAYS

“When I think of leveling up, I think of GROWTH. Growth, whether physical, mental, or emotional, is what all of us need coming out of 2020. While it may seem easy to take a back seat and wait for the new year, this is actually the time get after it. The level up challenge gives everyone a chance to come together to work on whatever goals we have in place for ourselves. It is amazing the growth that can happen in just 6 weeks of locking in and focusing. If 2020 has taught us anything, it is that we must have a healthy, strong body and mind in order to overcome adversity. That is what leveling up is about!”

DAYS 51 - 90



# MAINTENANCE & LIFESTYLE PHASE

The maintenance and lifestyle phase will constitute your final 5 weeks in the program and help you to see how this is not just a quick fix but ultimately a lifestyle change. You can still occasionally enjoy your favorite treats (holidays and birthdays etc) but they are not what is going to ultimately effectively fuel you through your Axis workout or your office day.

Calorie level amounts will be: **Carbs 50%** | **Protein 30%** | **Fat 20%**

## 1800 calories/ day

**CARBS**

225g/ 900 calories **11 portions**

**PROTEIN**

135g/540 calories **7 portions**

**FAT**

40g/ 360 calories **2 portions**

## 2400 calories/ day

**CARBS**

300g/ 1200 calories **15 portions**

**PROTEIN**

180g/ 720 calories **9 portions**

**FAT**

54g/ 480 calories **3 portions**

## 3000 calories/ day

**CARBS**

375g/1500 calories **19 portions**

**PROTEIN**

225g/ 900 calories **11 portions**

**FAT**

67g/ 600 calories **4 portions**

# SO SMOOTH



CHOCOLATE ICED MOCHA

- 1 scoop Chocolate Protein powder
- 1 tbsp cacao powder
- 1 tbsp ghee or coconut oil
- 8 oz freshly brewed coffee
- 1 handful of ice



PROTEIN PINA COLADA

- 1 scoop vanilla protein powder
- 1/2 frozen banana
- 1 cup frozen pineapple
- 1/2 cup coconut water
- 1/4 cup full-fat coconut milk
- 1 handful of ice



SUPERFOOD GREEN MACHINE

- 1 scoop vanilla protein powder
- 1 large orange
- 1/2 cup plant-based milk
- 1 tbsp goji berry powder
- 1 tbsp elderberry syrup
- 1 handful of ice

THE COMBINATION OF HIGH-QUALITY PROTEIN, FAT, FIBER, AND GREENS PERFECTLY BALANCES YOUR HORMONE LEVELS—ESPECIALLY THOSE THAT TRIGGER FEELINGS OF HUNGER AND FULLNESS—AND KEEPS YOU FULL AND SATISFIED FOR HOURS AFTER YOUR MEAL. STAY ON TRACK WITH THESE SIMPLE MEASURING TIPS.





## HUSTLE HARDER SMOOTHIE BOWL

2 packets of unsweetened acai  
1 scoop vanilla protein powder  
1/3 cup of pineapple  
1/3 cup of mango  
1/3 cup of banana  
1/3 cup of strawberries  
2/3 cup of coconut milk

# LET'S EAT!

RECIPES



## BREAKFAST

### RISE & PRE-HUSTLE BREAKFAST PROTEIN PANCAKES

#### INGREDIENT LIST:

1 cup of oats  
1 banana  
2 eggs  
1/2 cup egg whites  
4 teaspoons baking powder  
a pinch of salt  
a pinch of cinnamon  
1-2 scoops protein powder  
2 tablespoons flax meal

#### DIRECTIONS:

Combine all ingredients into a mixing bowl and stir until well combined. Heat a non-stick or oiled griddle over medium heat. Pour or scoop the batter onto the griddle, using about 1/4 cup for each pancake or make one giant pancake.

#### Nutrition Facts:

**Calories Per Serving: 79**

**Total Fat: 1.1g**

**Protein: 4.5g**

**Carbs: 11.3g**

## LUNCH

PREPPED & HUSTLING BBQ  
CHICKEN STUFFED SWEET POTATOES**INGREDIENT LIST:**

4 chicken breasts  
 6 sweet potatoes  
 1/2 red onion finely diced  
 Cilantro finely chopped  
 2 1/2 cups organic BBQ sauce  
 1/2 tsp salt  
 1/4 tsp. pepper

**DIRECTIONS:**

Place chicken breasts in a crock-pot and pour BBQ sauce over top. Cook on low for 8 hours. Once chicken is cooked, preheat oven to 400°F. Wash and scrub sweet potatoes. Using a fork, poke holes in them and place them on a baking sheet, roast for 45 minutes. Using two forks, shred chicken in the crock-pot. Once potatoes are fully cooked, slice each one lengthwise and stuff with a 1/2 cup shredded chicken. Serve with diced red onion, salt, pepper, and cilantro. Enjoy!

**Nutrition Facts:****Calories Per Serving: 419****Total Fat: 28g****Protein: 27g****Carbs: 17g**

# DINNER

## SIMPLE. DONE. DELICIOUS ZUCCHINI LASAGNA



---

**INGREDIENT LIST:**

1 pound ground beef  
6 oz crumbled goat  
cheese  
24 oz jar tomato sauce  
4 large zucchinis

---

**Nutrition Facts:**

**Calories Per Serving: 419**

**Total Fat: 28g**

**Protein: 27g**

**Carbs: 17g**

**DIRECTIONS:**

Preheat oven to 350°F.

Using a mandoline slicer, slice zucchini lengthwise into long, thin strips.

Over the stove, cook the ground beef until lightly browned.

Once cooked, add the entire jar of tomato sauce and stir until well combined.

In a 9" x 13" baking dish, place a layer of zucchini, then a layer of meat sauce, then a layer of goat cheese. Repeat this pattern until the dish is full.

Bake for 20 minutes.



# LET'S GET AFTER IT!

THESE ARE JUST A FEW TOOLS TO GET YOU TO YOUR GOALS AND STAY FOCUSED ON YOUR WELLNESS!



We hope you find this information helpful and put it to good use. Our goal is simple, give you all the tools needed to live your best life when it comes to fitness. Show up to the gym ready to get after it. Eat the foods that are inline with your goal(s) and don't be to hard on yourself if you have an off day. Wake up each day ready to Sweat, Hustle and Repeat.

## LEVEL UP CHALLENGE





FITNESS + TRAINING

# RESULTS TRACKER

NAME
------

## START

WEIGHT
--------

BODYFAT %
-----------

THRUSTER (WEIGHT & REPS)
--------------------------

PUSH-UPS
----------

ABMAT SIT-UPS
---------------

AIR SQUATS
------------

BIKE
------

## FINISH

WEIGHT
--------

BODYFAT %
-----------

THRUSTER (WEIGHT & REPS)
--------------------------

PUSH-UPS
----------

ABMAT SIT-UPS
---------------

AIR SQUATS
------------

BIKE
------

# PERFORMANCE TRACKER

**M**

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**W/1**

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DAY OF  
TESTING**

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STR: \_\_\_\_\_  
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**LAST  
DAY OF  
TESTING**