

Standing on Business



14 DAY
Fit Flye
CHALLENGE:

DISCLAIMER

Dear Challenge Participants,

As your coach and CEO, I'm thrilled to announce our upcoming fitness challenge designed to elevate your wellness journey. Before diving in, it's imperative to note that participation is voluntary, and by joining, you acknowledge the physical demands involved. As the owner and business, we bear no liability for any complications, injuries, or health issues that may arise during or after the challenge. If you have any pre-existing health conditions, it is strongly advised to consult with your healthcare provider before embarking on this journey. Your decision to participate implies that you are physically capable and willingly release us from any responsibilities regarding potential health-related consequences. Your commitment is commendable, and we thank each one of you for being part of this transformative fitness experience.

Sincerely, Coach KJ CEO, Fitness Flye

Motivational Message

Are you ready to embark on a fitness journey that will challenge and transform you? It's time to ignite the fire within and start your workouts strong, knowing that you possess the strength and determination to conquer any obstacle that comes your way. As you lace up your shoes and take that first step, remember that you have the power to push past your limits and achieve greatness. Embrace the sweat, the burn, and the struggle, for within those moments lies the path to success. Dig deep, stay focused, and finish strong, knowing that you have come this far and you have what it takes to reach the finish line. Believe in yourself, trust in your abilities, and let your determination shine through. With every rep, every stride, and every breath, remind yourself that you are capable of greatness. You've got this—start strong, finish strong, and let your inner strength guide you to new heights.

Keep pushing, keep striving, and watch as your efforts translate into progress and accomplishment. Your journey begins now—embrace it, own it, and let your workouts become a testament to the incredible strength that resides within you. Together, we will celebrate your victories, support you through the challenges, and witness the amazing transformations that await. So, let's rise to the occasion, knowing that with every workout, we are one step closer to becoming the best versions of ourselves. It's time to unleash your potential, seize the moment, and show the world what you're made of. Start strong, finish strong, because you've got this.

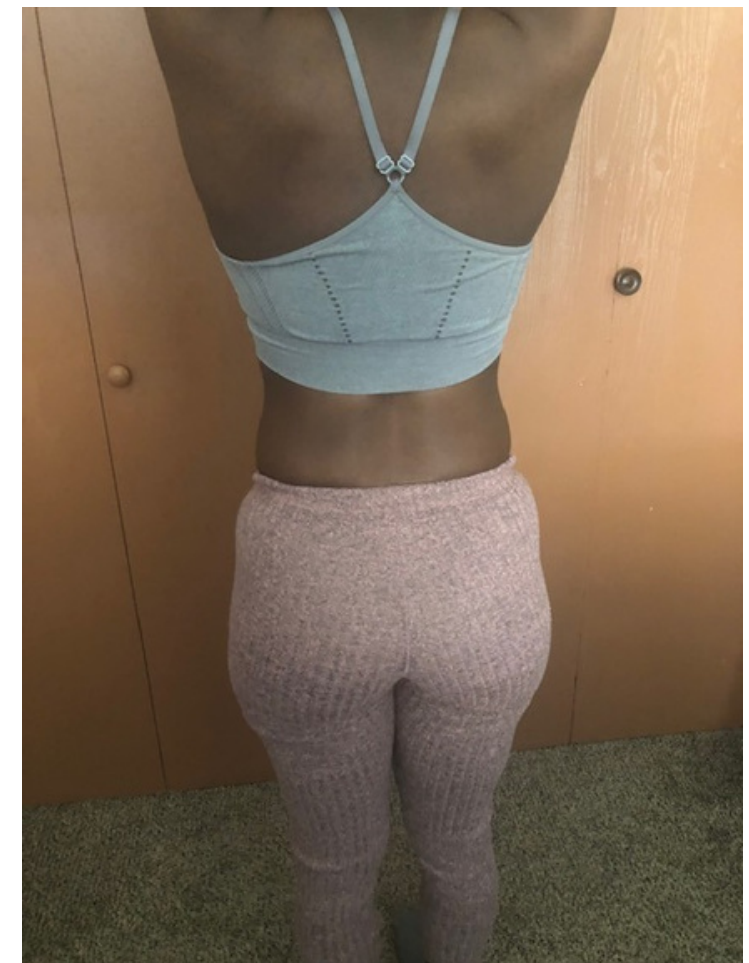
Let's conquer the challenge together!

Coach KJ

Progression

Please, please, please, stay away from the scale. The best way to track your progress is to take pictures and pay attention to the way your clothes fit your body. Be sure to wear the same clothes or type in order to ensure that you can properly see your results. Put on dark clothes and take pictures in front of a white background.

**BEST WAY TO
TAKE PHOTOS**



Terms to know:

Progressive Overload: Gradually increasing the challenge or intensity of your exercises over time to keep your muscles growing stronger.

Repetition: the completion of a single cycle or iteration of a specific movement,

Pump: the temporary increase in muscle size and tightness due to heightened blood flow during a workout, resulting in a satisfying, swollen feeling in the muscles.

Failure: refers to the point at which you can no longer perform a repetition or lift a weight with proper form due to muscle fatigue.

Drop Set: A drop set in exercise refers to a technique where a person performs an exercise until failure, then immediately reduces the weight and continues the exercise to further fatigue the muscles.

Superset: A workout that includes multiple exercises targeting different muscle groups or movement patterns within the same session.

Cut: refers to reducing body fat and building muscle definition

Bulk: refers to gaining muscle mass and size.

These are a few, but good terms to know for this challenge

Do's

- Increase protein intake for every 1lb you weigh.
- Take before & After photos
- Ask questions if you have any.
- figure out if you want to cut or bulk
- Portion your food
- Eat more fruit and veggies
- drink more water (1 gallon)/day

Dont's

- No fried food, restaurant food, sweets (cookies, candy, coffee drinks) (Black coffee)
- No pop, pool aid, Juice
- rely on the scale
- if you have to question whether it's bad for you then you know the answer.

1 cheat meal = an extra workout session

Add Cardio: Home= HIIT GYM=Stairmaster/Cycling/Treadmill

Hiit Cardio (Home)

| Exercise | Duration (seconds) | Rest Period (seconds) |
|-------------------|--------------------|-----------------------|
| Jumping Jacks | 45 | 15 |
| Bodyweight Squats | 45 | 15 |
| Mountain Climbers | 45 | 15 |
| Push-Ups | 45 | 15 |
| Burpees | 45 | 15 |
| High Knees | 45 | 15 |
| Plank Jacks | 45 | 15 |
| Flutter kicks | 45 | 15 |
| Bicycle Crunches | 45 | 15 |
| Jump Squats | 45 | 15 |

Stairmaster

| Time (minutes) | Intensity Level | Incline (%) |
|----------------|-----------------|-------------|
| 0-1 | Warm-up | 5 |
| 1-3 | Moderate | 10 |
| 3-4 | High | 15 |
| 4-5 | Recovery | 8 |
| 5-7 | Moderate | 12 |
| 7-8 | High | 18 |
| 8-9 | Recovery | 8 |
| 9-11 | High | 15 |
| 11-12 | Cool down | 5 |

Treadmill

| Time (minutes) | Speed | Incline (%) |
|----------------|-------|-------------|
| 1 | 2.0 | 4 |
| 2-5 | 2.5 | 8 |
| 6-9 | 2.7 | 12 |
| 10-15 | 3.2 | 15 |

Key to workouts

Every exercise should be done like this:

Ex. Bulgarian Split Squat

3 sets of 10-12 reps with a 15 sec rest

Core Exercises & Hiit are the exception

4 sets of 45 seconds doing the exercise and 15 seconds rest

Body recovery cheat code: Sauna at the gym

Home (turn the shower on and close the door after workout)

Day 1: Leg Day (Glutes & Hamstrings)

Glutes



- Hip Thrust
- Curtsy Lunge
- Side Step

Hamstrings



- RDL
- Glute Bridge March

Core

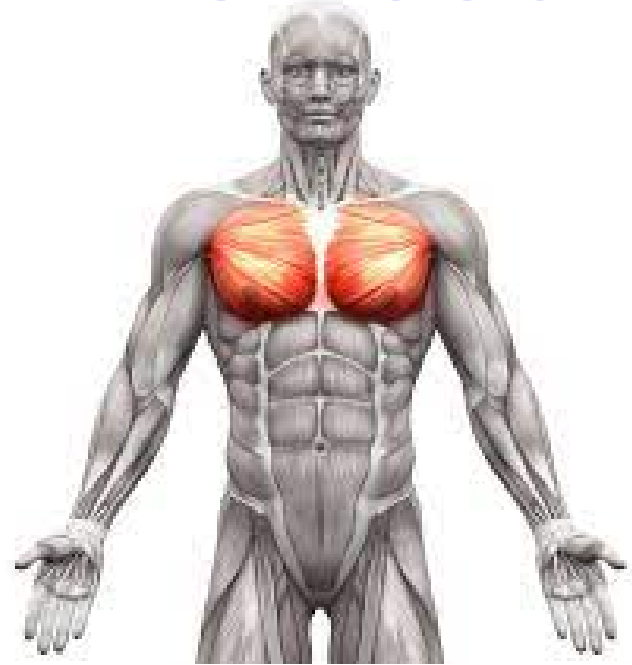


- Standing Marches w/ hands up
- Rocking plank
- Toe Taps

For added resistance add bands
If you're at the gym start with no weight for good form.

Day 2: Upper Body (Chest, Biceps, Shoulders)

Chest



- Lateral Raises
- Push up
- Chest press

Biceps



- Reverse grip (bent over row)
- Bicep curl to hammer down

Shoulder



- Shoulder raises
- Reverse Fly
- Face Pulls

Day 3: Leg Day (Glutes & Quads)



- **Glute Kickbacks**
- **Kettle bell swings**
- **Body weight squats**



- **Bulgarian Split squat**
- **Single leg RDL**
- **Goodmorning**
- **Goblet Squat**



- Core:**
- **Side by side plank**
 - **in & out**
 - **Russian Twists**

Fasted Cardio Day

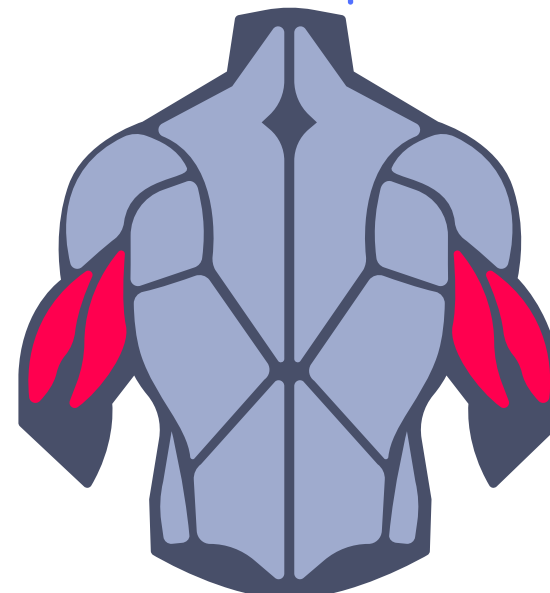
Day 4: Upper Body (Back, Triceps, Core)

Back



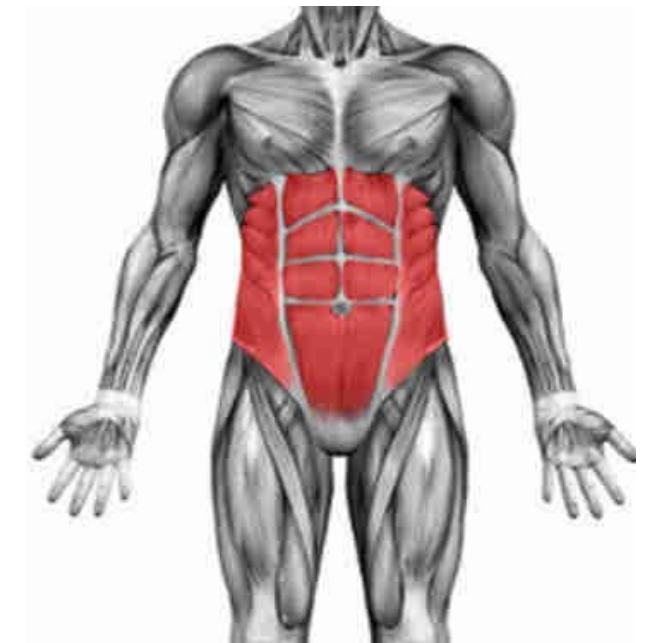
- Face pulls
- Bent over row
- Reverse Fly

Triceps



- Pull downs
- Skull Crushers
- Tricep Dips

Core



- Plank
- Standing Marches
- elevated mountain climbers

REST

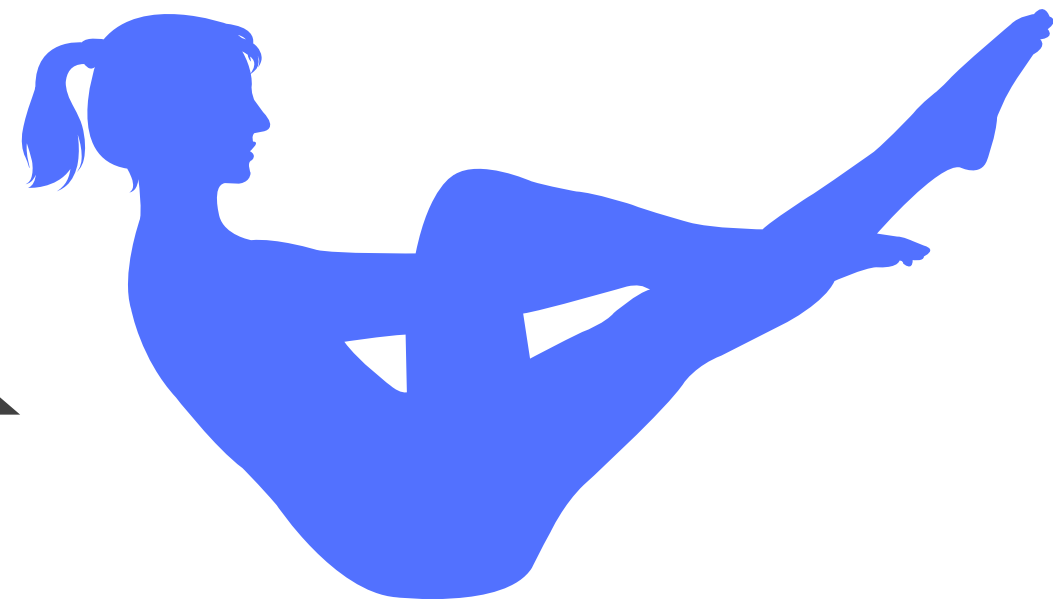
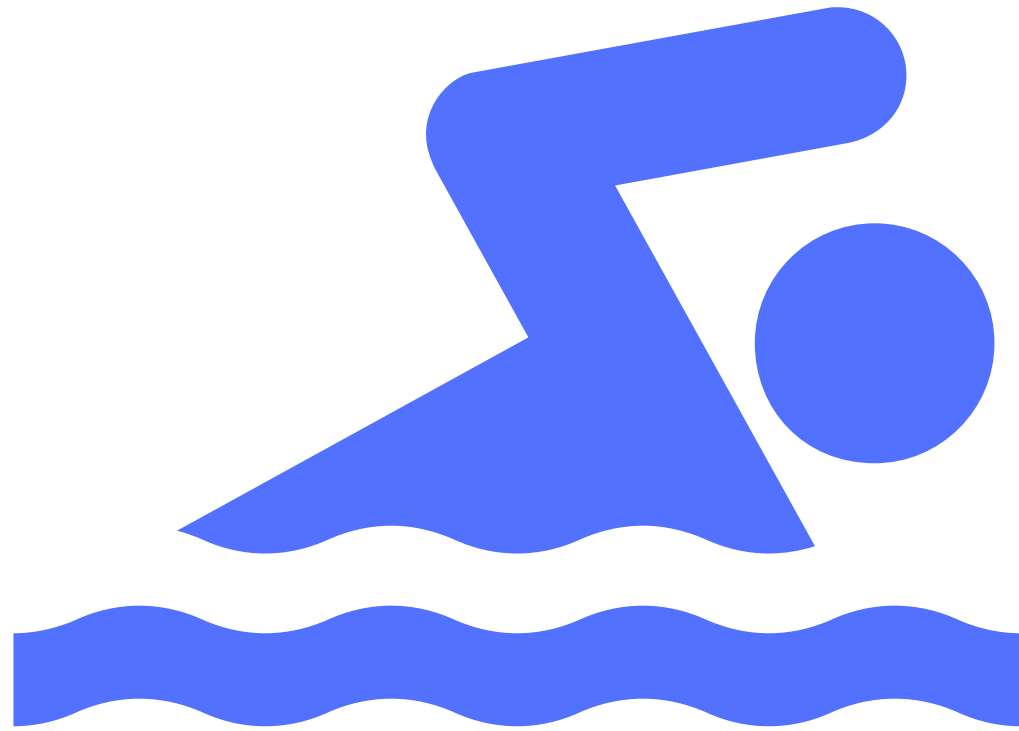
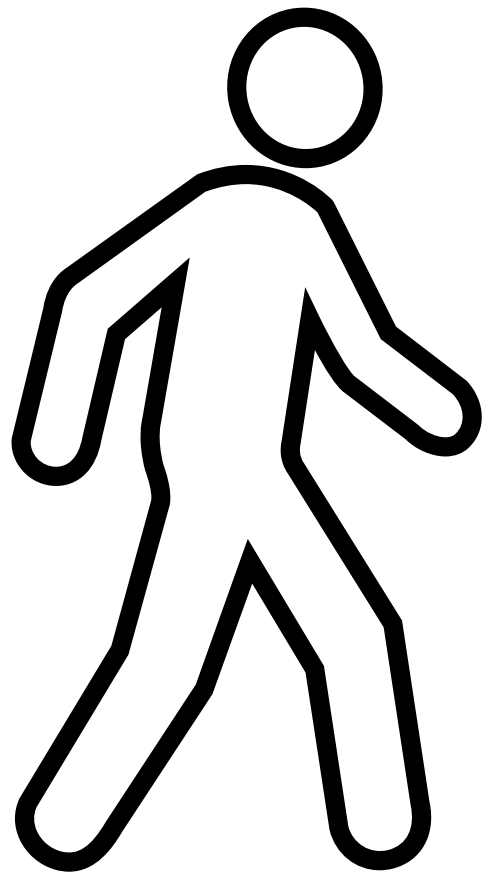
DAY

Day 6: Total body

Pick 6 of your favorites and create a workout for the day.

Day 7: Active Rest Day

Engage in light activities such as walking, swimming, yoga or pilates to promote active recovery and flexibility.

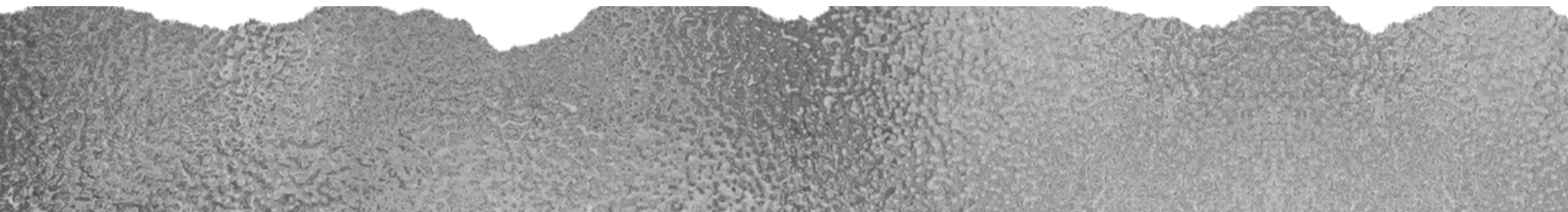




Message from Coach KJ & Fitness Flye

Thanks for your support!

We're grateful that you chose us for your fitness goals and needs.





FITNESS FLYE

Follow us on social media for more challenges

@fitnessflye