

THE GUIDE

CRAZY LOON CHALLENGE



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01

WELCOME & OVERVIEW



CONGRATULATIONS!

You're taking your first, or next, step to better health. This will definitely be a challenge, but it's something I know you can do. And, it will give you a great sense of accomplishment.

All the details you need to know to be successful in this challenge are here, in this guide. You'll also be added to our private Facebook group where we'll provide additional information, tips, encouragement, and a community of people who've all decided to make this journey to take control of their health and wellness.

There is a lot of information to digest. I recommend you download and print out this guide. Remember, I will be with you all along the way, guiding you, encouraging you, pushing you to stay the course.

Before we start, though, I want you to ask yourself this question: "**Why am I doing this?**" But, don't just stop with the first thought that comes to your mind. Keep digging. Keep asking, "**But why?**" until you feel a deep connection to the real reason this is important. Knowing your "why" will help keep you focused on the goal when things get hard. Now, **write it down. Keep it where you can see it. Look at it and read it every day.**

You've got this! I've got you! We're in this together!

Stephanie
The Fitness Loon



02

FUEL - WITH FOOD



LET'S TALK ABOUT FUEL, AKA FOOD

Our relationship with food can be complicated. Much of what we find to be delicious and tasty has been made with added sugar or excess sodium with the intent to make us crave it more and even become addicted. But, if we begin to think about food as fuel for our bodies, much like gas is fuel for cars, we can begin to choose the foods that actually help our bodies run better. Just like you wouldn't intentionally put bad gas in your car, don't put bad food in your body.

Like our cars need fuel to run, our bodies need energy to work properly and function throughout the day. Food is the fuel that provides the energy our bodies need. Energy is measured in calories but not all calories are created equal. Some foods offer energy (calories) along with beneficial nutrients while other foods offer energy (calories) without the any helpful nutrients, i.e. empty calories.

If you are fueling your body with excess energy without using it all, your body will store it as fat. Excess fat cells within the body store energy at an abnormally high rate but release it at an abnormally low rate. Simply put, you can add fat quickly but losing it will take time.

But, don't be discouraged. This challenge is intended to increase your awareness and help you take steps toward making better decisions about how you're fueling your body. You can do it!



LET'S TALK ABOUT FUEL, AKA FOOD, CONT.

SUGAR

I love sweets. I do. And the occasional sweet treat isn't going to kill you. But, there is a direct correlation to the over consumption of sugar with obesity and an increased risk of disease. That's why we're going to be intentional about our awareness of sugar, and added sugars, in the foods we consume during this challenge. The recommended daily allowance for sugar is 38g (9 tsp) for men and about 25g (6 tsp) for women and kids. Unfortunately, the average consumption is almost 3-4x that amount each day. Consuming too much sugar leads to excess fat which leads to increased risk of disease.

So, you need to **read the labels and to keep track of how much sugar you're consuming**. The good news is that there is a difference between the natural sugars occurring in fruits and veggies vs. the added sugar in processed foods.

If you want to lose weight and optimize your health, you should do your best to avoid foods that contain added sugars.

So, your goal for the challenge is to **cut out foods with added sugar**. I've included a food list to help guide you along the way.

Don't worry, though. There are plenty of sweet-tasting foods allowed and you can use **Stevia, monk fruit, and organic honey**. While Stevia and monk fruit are both no or very low calorie options, honey still contains the calories, so be aware of how much you use.



LET'S TALK ABOUT FUEL, AKA FOOD, CONT.

FRUITS AND VEGGIES

Yes. A lot. Our goal is to consume **7 cups of fruits and veggies per day** during the challenge. Did you know some experts are recommending as many as 7-13 servings now? Fruits and veggies are typically lower in calories and are full of nutrition in the form of vitamins, minerals, fiber, and phytonutrients. These components perform hundreds of roles in the body every day.

When we try to fuel our bodies with foods that are lacking in the necessary nutrients, it will lead to all kinds of issues like hormone imbalance, weight gain, poor metabolism, low energy, and a compromised immune system. Sound familiar?

So, here are a few tips and suggestions for how to prepare and enjoy more fruits and veggies.

- Roast or grill veggies with your favorite seasoning and a little olive oil
- Incorporate both fruits and veggies into salads
- Mix fruit with plain yogurt; sweeten with stevia, monk fruit, or organic honey
- Mix in frozen or raw fruits and veggies into low/no sugar protein smoothies



LET'S TALK ABOUT FUEL, AKA FOOD, CONT.

PROTEIN

Protein, the most essential fuel for our muscles, is an important contributor to fat loss because of its ability to reduce appetite and help you feel full longer. Protein, combined with resistance training, builds muscle mass. Increased muscle mass boosts your metabolism. Increased metabolism helps you to burn more fat more efficiently.

High-quality protein typically comes from eggs, lean meat, poultry, fish, and beans. While these foods should be part of any healthy diet, we don't always get enough in our diet alone. There are times when supplementing with a high-quality protein powder can be beneficial, like when you're trying to build muscle, reduce fat, and lose weight.

I recommend adding a protein shake/smoothie once a day using a very high-quality plant-based protein powder. The one I use and recommend contains 18g of protein but only 1g of sugar.

A lot of protein mixes add sugar unnecessarily, but I've chosen this one from [Touchstone Essentials](#) because they don't. Here's a link to our [10 Tastiest Protein Smoothies](#). We'll also share some more recipes on the website and in the Facebook group during the challenge.

BONUS: Many of the recipes include a fruit or veggie which counts toward your daily serving count. Yay!!



ALLOWED FOODS

NSA means No Sugar Added

**Allowed Spices, Seasonings and Condiments

Ahi Tuna

**All Spice

Apples

Apricots

Artichokes

Arugula

Asparagus

Avocado

Bacon (small amounts)

Bananas

Barley

**Basil

Bean Pasta

Beef 85%lean or greater

Beet Greens

Beets

Biltong

Bison

Black beans

Blackberries

Blueberries

Bok Choy

Bread (100% whole grain or Sprouted)

Broccoli/Broccolini

Brown Rice

Brussel Sprouts

Buckwheat

Bulgur

Butter

Cabbage

Cacao Nibs

Cacao Powder

Cannellini Beans

**Cardamon

Carrots

Cassava

**Cayenne

Celery/Celery Root

Chard

Cheese

Cherries

Chicken

**Chives

**Cilantro

**Cinnamon

Clams

Coconut - Unsweetened

Coffee

Collards

Corn and Corn Meal

Cottage Cheese

Crab

Crackers

Cream Cheese

Cucumbers

Deli Meat (small amounts, watch sodium)

**Dill

Edamame - Soy beans

Eggplant



ALLOWED FOODS

NSA means No Sugar Added

**Allowed Spices, Seasonings and Condiments

Eggs

**Everything But The Bagel Seasoning

Farro

Fennel

Figs

Fish

**Garlic

**Ginger

Garbanzo Beans

Grapefruit

Grapes

Greek Yogurt - Plain

Guava

Ham

Heart of Palm

Honey (Local or Organic)

**Horseradish

**Hot Sauce

Hummus

Jerky - NO sugar added

Jicama

Kale

Kefir

**Ketchup - No Sugar added

Kiwi

Lamb

Leeks

Lemon

Lentils

Lettuces

Lima Beans

Lime

Lobster

Mangos

**Marinades (NSA)

**Mayo (NSA)

Melons

Milk

Milk - Plant based - Unsweetened

Millet

**Mint

Miso

**Monk Fruit

Mushrooms

Mussels

**Mustard

Mustard Greens

Nectarines

Nuts and Nut butter (NSA)

**Nutmeg

**Nutritional Yeast

Oats/Oatmeal

**Oil (Extra Virgin Olive Oil, Avocado, Coconut)



ALLOWED FOODS

NSA means No Sugar Added

**Allowed Spices, Seasonings and Condiments

Okra	Radicchio
Olives	Radishes
Onions	Raspberries
Oranges	**Rosemary
**Oregano	
Oyster	**Sage
	**Salad Dressing (NSA)
Papaya	**Salsa (NSA)
**Paprika	Sausage
**Parsley	Scallops
Parsnips	**Sea Salt
Passion Fruit	**Seasoning Blend (NSA)
Pasta - whole grain	Seeds
Pasta Sauces (NSA)	Shallots
Peaches	Shrimp
Pears	Snow Peas
Peas	Sour Cream
**Pepper	**Soy Sauce
**Pesto	Spelt
Pickles	**Spice Blends (NSA)
Pico De Gallo (NSA)	Spinach
Pineapple	Sprouts
Plantains	**Stevia
Plum	Strawberries
Pomegranate	Sugar Snap Peas
Popcorn (NSA)	Summer Squash
Pork Tenderloin	Sweet Potatoes
Potato Chips	Swiss chard
Potatoes	
Protein Powders (NSA or sweetened with Stevia or Monk fruit)	**Tahini
	Tamari
Quinoa	Tangerines



ALLOWED FOODS

NSA means No Sugar Added

**Allowed Spices, Seasonings and Condiments

**Tarragon

Tea

Tempeh

**Thyme

Tofu

Tomatillos

Tomatoes

Tortila Chips

**Turmeric

Tuna

Turkey

Turnip

**Vinaigrette (NSA)

**Vinegars

Water - Sparkling or Flat

Water Chestnuts

Watercress

Wild Rice

Winter Squash

Wraps - 100% whole grain or sprouted

Yams

Yogurt

Zucchini



NOT ALLOWED FOODS

Foods with added sugars and other names of sneaky sugars.

Acesulfame Potassium (Equal)
Agave Juice or Nectar or Syrup
Alcohol
Aspartame (Equal, Nutrisweet)

Bagels
Barley malt
Beet Sugar
BlackStrap Molasses
Brownies
Brown Rice Syrup/Sugar
Buttered Syrup (Mrs Butterworth)

Cakes
Candy
Candy bars
Cane Juice
Cane Sugars/Syrups
Caramel
Carob Syrup
Castor Syrup
Cereals (Refined and Sugar added)
Chocolate
Coconut Sugar
Coffee Creamers w/ added sugars
Confectioner Sugar
Cookies
Corn Syrup
Croissants

Date Sugar
Dermerara Sugar
Dextrose

Donuts
Dried Fruit
Drimol

Energy bars
Evaporated Cane Juice

Fried and Battered food
Fructose
Fructose Sweeteners
Fruit Juice
Fruit Juice Concentrates

Glucose
Glycerol
Golden Sugar or Syrup
Granola Bars
Granular Sweeteners and
Granulated Sugar
Gravy
Gum

High Fructose Corn Syrup
Honey Mustard
Hydrogenated Starches

Ice Cream
Icing
Inverted Sugar
IsoGlucose
Isomalt
Isomaltulose



NOT ALLOWED FOODS

Foods with added sugars and other names of sneaky sugars.

Jams and Jellies	Saccharin
Ketchup with added Sugar	Shaved Ice
Lactitol	Soda (Diet and Regular)
Malt	Sorbitol
Maltitol	Sorghum Syrup
Maltodextrin	Sport Drinks
Maltose and Malt Syrup	Starch Sweeteners
Mannitol	Sucanat
Maple - Sugar or Syrup	Sucralose
Molasses	Sugar Beet
Muffins	Sugar Sweetened Beverages
Muscovado Sugar	Tagatose
Neotame	Treacle Sugar
Nulomoline	Turbinado Sugar
Pancake Mixes	Unrefined Sugar
Panela Sugar	Xylitol
Pastries	Yellow Sugar
Pizza	Yogurt - Frozen and/or sugar added
Polydextrose	
Powdered Sugar	
Pretzels	
Processed Cheese Squares	
Raw Sugar	
Refined and Enriched Flours	
Rice Syrup	



03

HYDRATE



LET'S TALK ABOUT WATER

There is more and more research showing the benefits of drinking water. But we're not talking about a glass or two or three per day. We're going to drink **8-13 cups (64-104 ounces)** per day. Water helps your body to flush out toxins, to burn fat, and to better regulate all the body's functions.

There are several really good options for you if you're not a fan of drinking plain water. Here's a list of ideas and suggestions for you to choose from to help you get the 10 cups per day.

- Water with lemon/lime and a serving of Stevia
- Hint Water - Hint can be found at most grocery stores and online at www.drinkhint.com. We love Hint!!
- Sparkling water - The key here is to make sure there's no sugar added, (NSA)
- Infused water - This is water with fruit in it. You'll want to get an infusion pitcher, if you don't already have one. You can find a lot of great options on Amazon. Use this link to go straight to a list of infusion pitchers: <https://amzn.to/38hKSY5>
- **BONUS:** Fruits and veggies contain a lot of water and are a good way to boost hydration while also providing essential nutrition as previously mentioned.



04

MOVE



LET'S TALK ABOUT WORKING OUT

If you want to change your body, you **HAVE TO MOVE** and you **HAVE TO MOVE OFTEN!** However, this doesn't mean you have to do hundreds of reps with 15 pound dumbbells, but you do have to allow your muscles to experience resistance, you have to get your heart rate up, and you have to breathe deeply.

Guess what! You're in luck! We're going to workout consistently during this challenge with a goal of **15 total hours**. I encourage you to use three of those hours for either Restorative Yoga or Yin Yoga.

BUT FIRST, LET'S TALK ABOUT FAT

Fat cells. We all have them. They exist to store energy. Some are necessary, some are not. The American population, in general, has an over-abundance of fat cells today. Excessive fat increases inflammation in the body, slows down metabolism, adversely affects hormonal production, and is one of the leading contributing factors of disease.

When we move (exercise), the body (the muscles, lungs, heart, etc.) can utilize energy from either the currently available energy in our bloodstream from the food we've recently eaten or from the reserves stored in our fat cells.



LET'S TALK ABOUT WORKING OUT, CONT.

THE IMPORTANCE OF STRENGTH TRAINING

Many people probably understand that strength training builds and retains muscle mass but few understand why or just how important it is.

Muscle is metabolically active, fat-burning tissue. Muscles demand more fuel and need more calories for support. More muscle means you burn more calories. For every pound of muscle you add, your body will consume an additional 50 calories each day. Burning more calories through added muscle mass leads to weight loss without loss of muscle. Losing weight without losing muscle means you're losing fat. However, if your muscle mass is increasing while you're losing fat, you may not see immediate changes in the numbers on your scale.

Committing to the challenge means committing to the workouts. You should attend about five sessions per week, either in-person or from your home via the virtual studio. Will your body be sore? You bet! But that's good. That means you're getting stronger.

To see the weekly class schedule, and to reserve your spot in classes, you can go to the schedule page on the site:

<https://fitnessloon.com/schedule/>

If you have trouble accessing the schedule or reserving your spot, please email kevin@fitnessloon.com for support.



05

MEASUREMENTS



LET'S TALK ABOUT MEASUREMENTS

I'm not a fan of the scale. I think it offers an incomplete picture of your health success. This challenge is not about just losing weight. Most likely, you will lose some weight if you commit to consistently follow the plan. But, I also want you to experience changes in your body composition. You should increase muscle mass while you're reducing fat. Remember, this won't always be reflected in the number on the scale.

There are also some non-scale measurements which are important indicators of success and how your body is changing as you progress. I would like for you to use the table below to record your measurements at the start of this challenge and then again when the challenge is over. If you need help getting these, let me know and I can help you.

MEASUREMENTS

START

FINISH

Right top of arm		
Left top of arm		
Right thigh		
Left thigh		
Right calf		
Left calf		
Waist *smallest part, usually @ navel		



LET'S TALK ABOUT MEASUREMENTS, CONT.

There's an old saying in business that you can't improve what you don't measure. Another aspect of this challenge is to track, or "measure" your meals. This is really about awareness, as much as anything. It's so easy to put food in our mouths without even thinking about it. This usually leads to more calories being ingested than we realize as well as consuming more sugar and sodium than is good for us. If you already do this, great. If you use an app to do this, great. If not, we've provided a weekly log you can use to track your food intake during the challenge.

There's also a spot for tracking exercise and water intake.



WEEKLY LOG

MONTH OF :

	MON	TUE	WED	THU	FRI	SAT	SUN
DATE							
FOOD							
EXERCISE							
WATER							

WEEKLY LOG

MONTH OF :

	MON	TUE	WED	THU	FRI	SAT	SUN
DATE							
FOOD							
EXERCISE							
WATER							

WEEKLY LOG

MONTH OF :

	MON	TUE	WED	THU	FRI	SAT	SUN
DATE							
FOOD							
EXERCISE							
WATER							

06

ENCOURAGEMENT



NOW...HOW ABOUT SOME ENCOURAGEMENT

I know. You're probably feeling a little overwhelmed at this point. Maybe you're even thinking, "What the heck did I sign up for?" But I encourage you to just take it one day at a time. Don't try to digest all this info all at once. We'll talk through this during our kickoff meeting and you can ask all the questions that come to mind. I'm always available and I am here to guide you through this challenge.

I'll be adding you to our private Facebook group where you can ask questions, offer each other encouragement, exchange recipes and successes, and spur each other on whenever we might be feeling a bit of discouragement. Doing this together definitely makes it a little easier knowing you're not alone.

I encourage you to share your "Why" with everyone in the Facebook group. But, if you're not comfortable with that, I'd love for you to share it with me so that I can help remind you of it when you're feeling frustrated or unmotivated. I'll be your biggest cheerleader and your toughest coach because I love you and want to see you achieve your goals and be the best version of you that you can be. ***I BELIEVE IN YOU! YOU CAN DO THIS!***

Now...let's get a little bit crazy, and a little bit looney, and we'll tackle this ***Crazy Loon Challenge*** together!



NOTES PAGE

Feel free to use this page to write down your **WHY**, or to write down questions for the kickoff call, or to make any other notes you'd like.

