

# THE PURE FAT LOSS CHALLENGE

## PROGRAM HIGHLIGHTS

### **IN PERSON MEETINGS (3)**

Your first live personal meeting with the PFLC Program Director, Justin Savich, is to be done December 29th-January 2nd at his office location; 8105 Georgia Street Merrillville, Indiana 46410 (Stainless steel building with large electronic sign on it next door to Wu's House, at the Southwest corner of I65 & Route 30). This is your opportunity to connect personally, take care of goal setting & initial program start up details, get questions answered, get help customizing personal meal plans, etc.

First and final meetings are to be scheduled at the same time **WITH your accountability partner (AP)** on a *first come first served* basis limited to 1 hour (week 1) & 45 minutes (week 12). These 1<sup>st</sup> & 12<sup>th</sup> week "in-person" weigh-ins are required for "100% refundable registration options" and "cash prize" contest eligibility due to beginning and ending Body Stat Analysis. The 6<sup>th</sup> week in-person meeting is to be done **WITHOUT your AP** on a *first come first serve* basis limited to 30 minutes. Long-distance participants and/or those unwilling to travel may be arranged for a Facebook video call or conference call. *\*Your flexibility and patience are required with scheduling and appointment times due to high volume.*

### **LIVE EVENTS (4)**

After the kickoff event on December 27th, only those that are registered and not "struck out" of the program are invited to attend the two Midpoint Events (Jan. 25th & Feb. 28th). There is also the Graduation Ceremony on April 11<sup>th</sup>. These are tentatively scheduled to all be at the Dean & Barbara White Community Center 6600 Broadway Merrillville, Indiana 46410. *\*Dates and locations are potentially subject to change.*

### **STARTER KIT (1)**

Upon registration, you receive a zippered tote PFLC logo bag with program supplies like a notebook, lunch cooler, shaker cup, body tape measure, pens, bracelet, keychain & more, etc. Your starter kit folder has many important documents to get started. Your PFLC binder gets filled as we progress through each week. When done, it will contain all the program documents of your journey to benefit from for years to come.

### **AUDIO PROGRAMS (digital links) (4)**

The **Introduction Audio (listen on [thepurefatlosschallenge.com](http://thepurefatlosschallenge.com))** will give you an initial idea of what you are about to participate in. The **Program Audio** will help to answer many important nutrition questions, teach the basic PFLC philosophy and provide you with many "Chances to Win" in the PFLC. **The Champion Mindset** and **The Champion Mindset 2 Audios** are the 3<sup>rd</sup> & 4th audio programs included as part of the PFLC. They will share how some of the world's most successful people think and help keep you motivated on your journey.

## **PROGRAM WEIGHT TRAINING VIDEO & SUGGESTED WORKOUT PROGRAM**

This approximately 1 ½ hour long professionally produced video (link) will help to answer many questions and provide a complete education of how to properly do all of the primary weight training exercises to work each of the major muscles in your body. This will be a visual aid that will also provide additional motivation and strive to eliminate intimidation if/when weight training at a gym. Watching this will teach you the correct movements if/when you need to do alternative “home based” exercises. The Suggested Workout Program (works in conjunction with the video), is a series of typed documents that get posted weekly with the assignments guiding you with an educational clear instruction guideline to follow weekly as you advance through your 12 weeks.

## **BOOK**

The book that is included as a gift to you with your registration is “Notes From A Friend”, by Tony Robbins. He is widely known in the personal development industry as the best in the world by far at helping people to overcome their personal limitations. This book is a perfect fit for the PFLC especially since much of the type of content in the book relates to the Mid Point events and other aspects of the program. This quick and simple guide to taking charge of your life will be a great resource for the psychological training needed to help participants have lasting results after the initial 12 weeks of the year.

## **PRIVATE FACEBOOK PAGE**

Most of the program’s communication is done on the group private Facebook page. Being connected to the group on this page will be the heartbeat of the PFLC on a day-to-day basis to keep you progressing towards your goals. This is where other program documents will be uploaded like the weekly assignments, suggested workout program and much more. The private page is a resource to help make the program fun and educational as you can ask questions that may benefit the entire group. Private questions can be addressed first to your team leader and/or your program director, Justin Savich through messages on Facebook messenger.

A critical use of Facebook will be using private messages to report in your completed weekly assignments and receive ongoing instruction and motivation in return. If you as a participant, graduate from the program without “striking out”, you will remain part of the group for the entire year. You also would be able to have extended accountability for the year and then, after that, get transferred to the “PFLC Graduates” page ongoing for support to help push you all the way until your long-term goal is accomplished.

## **FINISHER SHIRT**

This is a fun form of recognition that all will be shooting for. This is in a sense, your “team jersey” that you will have earned and can wear with pride showing that you are a FINISHER of THE PURE FAT LOSS CHALLENGE. This will be personalized to you with your last name printed on the back and your number (if you choose) which represents the number of FAT lbs you shed during your initial 12 weeks. However, there will be ONE person earning a shirt that says, “CHAMPION of THE PURE FAT LOSS CHALLENGE” (from having the greatest % of body fat lost). Will it be you?