



GET YOU IN SHAPE

GAME PLAN



BRAD LINDER



A Personal Welcome from Brad Linder

Your Best Body Begins Here!

Hello,

The next few pages are the key to everything!

It is not about the perfect exercise program or the best nutrition program. It's about what's going on in your head and you having a CHOICE about everything you do each and every day.

It's important to take some time to go through these next few pages. Take the time to write and fill in all the pages.

I've coached thousands of individuals who are looking to look, feel and perform better. Based on my experience, your goals and your "So That" will keep you motivated and focused throughout the journey. Having a big enough reason will help you make each and every choice you have to helping you reach your desired goals and lifestyle.

Understand that it will take some time to complete the form in this section. We know from experience that if you complete it and make sure you have it where you see it throughout the day that you will look back in a few months or a year and be proud of the results you have achieved.

If you skip this section, you may get results quick by implementing the program but it will most likely not keep you consistent.

As with starting any new exercise and nutrition program, we recommend you consult with your doctor before starting.

I wish you the best of success and the best of health,

Stay Strong,

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Step #1 - Your Goals

The first step in starting your journey is to read and complete the next few pages which will provide you a blue print for the next 28 days and beyond. You may want to fill out the entire program. For the most part, your responses are going to reflect your relationship towards your health and your wellness. Understand that improving the way you look, feel and perform will undoubtedly lead you to a better version of YOU. Achieving personal goals as it relates to your health and wellness will support you in virtually every area of your life. Many people just start on a program and miss out on the best tool they can use to help them achieve results.

MOTVIATION. We call this your "SO THAT" and it's the #1 tool we use to help our clients improve and make better choices.

Goals - What specifically do you want to accomplish with your health and fitness over the next 28 Days? What specifically do you want to accomplish with your health and fitness over the next 3 months? What specifically do you want to accomplish with your health and fitness over the next 6 months?

Then I love to ask this question when talking with someone who is ready to get in shape:

"If we are having this conversation again a year from today, after that one year, what would have had to have happen for you to feel like this previous year has been a REAL SUCCESS relative to your health and fitness? What are some of your results that would have had to have happened? What for you would be a SUCCESS? How much weight have you lost? How many sizes have you lost? How do you feel? How have things changed for you? Describe how it feels to get dressed in the morning. **BE SPECIFIC!"**

Goal Setting Basics: Write down how many pounds you want to lose, inches you want to shed, dress/pant sizes you want to lose. Write down things such as how many times a week you will commit to working out and goals for your nutrition program (after you have read the Nutrition 101 Section). It is important to make small, short-term goals and larger long-term goals. A goal to lose 1-2 pounds a week would be a healthy start for anyone looking for long-term weight loss. Another example would be to make a goal of starting to walk one time a day to get in the habit of moving more. Remember, you did not get to where you are overnight, so it will take some time to get in shape. Short-term goals will help keep you motivated and focused on the goal. Setting a long-term goal will keep you encouraged to continue working to achieve these goals. It is important to make your goals are visible for you to see daily. Put them on the dresser in your room, on your bathroom mirror, or in your car. This will help you resist doubt or frustration as your journey continues and maybe some of the fire has faded.

The more you focus on your target the less likely you are to steer away from them.

Examples: "Go from 221 to 165". "Go from a size 12/14 to 6/8". "Be consistent with workout routine and workout at least 5 times a week". "Have more energy". "Get healthy and get off blood pressure medicine".

My Personal Goals

Name: _____ Date: _____

What are **three specific goals** you would like to achieve in the next 28 days as it relates to your health and fitness?

1) _____

2) _____

3) _____

What 3 things would make the next 12 months a SUCCESS as it relates to your health and fitness? Identify **three specific goals** you want to have accomplished within the next 12 months. What date will you achieve them by?

1) _____ Date: _____

2) _____ Date: _____

3) _____ Date: _____

What are **three specific goals** you would like to achieve long term? This is looking down the road 3, 5 or even 10 years from now. List these accomplishments or goals as they relate to your health and fitness in the future? What date will you achieve them by?

1) _____ Date: _____

2) _____ Date: _____

3) _____ Date: _____

Step #2 Identify Your “SO THAT”

Our choices dictate our habits. Our habits, good or bad, come from a series of choices that we make. Your “So That” is really your reason why you want to change your current circumstances. Having clearly defined “So That’s” help you become more focused and more intentional because the *daily choices* you make are based on your “So That”. The focus should be on making one healthy choice “So That” ...you finish the sentence... Your first healthy choice will lead to another one tomorrow. Each good decision will build upon the previous one. This inevitably leads to making more good decisions vs. bad decisions as it relates to your health and fitness.

Your “So That” is the #1 KEY to succeeding both in your short term and in your long term goals. Here is an example; If your “So That” is to *have more energy to be able play with kids and be more present to them when getting home from work*, then each choice you make throughout the day should be “So That” you *have energy to play with kids and be more present to them when getting home from work*. Making the choice to drink water throughout the day because your body needs water to function each day. The choice to exercise because working out will help you have more energy throughout the day. The choice to eat 5-6 smaller meals and snacks throughout the day because eating this way will help increase your energy levels. The choice to eat healthy or unhealthy. They all are choices. If you choose not to eat healthy you are disregarding your “So That”. Harshly put, you choose an unhealthy calorie laden lunch even though it will zap your energy and you will NOT *have more energy to be able play with kids and be more present to them when getting home from work*. That should put some perspective to what I am getting at with your “So That.” Your “So That” should be big and powerful enough to make choices crystal clear, no questions, no tough decision.

Here are some other examples of So That’s:

Healthy – *So That* as I get older I can lead and maintain a healthy lifestyle in order to be around for my kids and grandkids.

Lose Weight – *So That* I feel better about myself and can fit into the stash of beautiful clothes collecting dust in the back of my closet.

Energy – *So That* I get off the couch when I get home and take a walk or do some exercise.

Use your first three goals from Step #1 above to complete your “So That” sentences.

Goal 1. So That _____

Goal 2. So That _____

Goal 3. So That _____

Step 3: Start Your Engines!

Identifying Your Obstacles:

What are some of the things that have gotten in your way or have been holding you back from achieving your health and wellness goals? Take a few minutes and list ALL the things that have gotten in the way of you focusing on yourself, your health and you being the BEST VERSION OF YOU! _____

What ONE thing will I do for EACH short term goal in the next 28 Days?

Write out just ONE action that you will complete towards EACH goal in the NEXT 28 Days. This is the FIRST STEP. Break the action down into a smaller step until you can commit 100%. If you want to do more than one action, great, but there must be a minimum of one. (ex. 1 extra glass of water each day, walk for 10 minutes during lunch break, pack lunch 2x week).

GOAL 1 Action _____ by _____

GOAL 2 Action _____ by _____

GOAL 3 Action _____ by _____

Who's on my TEAM? (Help & support: Friends, Family, Workout Buddies, Co-Workers, etc.)

Name: _____

How can they help? _____

Name: _____

How can they help? _____

Name: _____

How can they help? _____

Step 4: On-Target Checks

If you were to score yourself from 1 to 10 on how likely it is that you will achieve your goals, what would it be? _____ / 10

****When your score is an 8 or more – Congratulations, you have a plan!*

****If your score is LESS than an 8, ask yourself what obstacles will get in your way from achieving your goals. List them out and then create a plan on how to overcome those obstacles!*

☐ I am committed to achieving these goals

Signed: _____ Date: _____

One Page Goals, Action Plans & “So That”

Name _____

Short Term Goal #1 _____

Action Steps I plan on taking to achieve goal _____ Date completed by: _____

1. _____
2. _____
3. _____

Short Term Goal #2 _____

Action Steps I plan on taking to achieve goal _____ Date completed by: _____

1. _____
2. _____
3. _____

Short Term Goal #3 _____

Action Steps I plan on taking to achieve goal _____ Date completed by: _____

1. _____
2. _____
3. _____

Long Term Goal #1 _____

Action Steps I plan on taking to achieve goal _____ Date completed by: _____

1. _____
2. _____
3. _____

Long Term Goal #2 _____

Action Steps I plan on taking to achieve goal _____ Date completed by: _____

1. _____
2. _____
3. _____

Long Term Goal #3 _____

Action Steps I plan on taking to achieve goal _____ Date completed by: _____

1. _____
2. _____
3. _____

Your #1 Big Hairy Audacious Goal _____

Action Steps I plan on taking to achieve goal _____ Date completed by: _____

1. _____
2. _____
3. _____

Your So That: example: I want to lose weight SO THAT I can feel better about myself, like who I see in the mirror and decrease my chances of health problems as I get older.

So That .. _____

So That .. _____

So That .. _____

Creating a Vision Board

Your brain will work tirelessly to achieve the statements you give your subconscious mind. And when those statements are the affirmations and images of your goals, you are destined to achieve them! Creating a vision board is probably one of the most valuable visualization tools available to you. This powerful implementation can serve as your image of the future - a tangible representation of where you are going. It represents your dreams, your goals, and your ideal life.

Because your mind responds strongly to visual stimulation-by representing your goals with pictures and images-you will actually strengthen and stimulate your emotions...and your emotions are the vibrational energy that activates the Law of Attraction. The saying "A picture is worth a thousand words", certainly holds true here.

If you have already defined your goals and "So That", it's time to illustrate them visually.

How to create a vision board that depicts the future you wish to create.

You will want to get a poster board and find pictures that represent or symbolize the experiences, feelings, and results you want to achieve in your life, and place them on your board. Have fun with the process! Use photographs, magazine cutouts, google images of amazing places you'd like to visit or experiences you'd like to have--whatever inspires you. Be creative. Include not only pictures, but it could be powerful and inspiring quotes, really anything that speaks to you.

Understand you can do this in other areas of your life such as business, finances, family, relationships, personal growth, spirituality, etc. For the 28 "Follow The Darn Instructions" program, though, just focus on the goals and "So That" that you have written on the One Page Goals, Action Plans & So That page.

Consider including a before picture of yourself on your board or an older picture of yourself in an outfit you'd like to get back into. Remember to post your "So That's," affirmations, inspirational words, quotations, and thoughts here. Choose words and images that inspire you and make you feel good.

Keep it neat, and be selective about what you place on your vision board. It's a good idea to avoid creating a cluttered or chaotic board... you don't want to attract chaos into your life.

Put the poster up in your room so you will look at it when you get up in the morning and before going to sleep. Make smaller copies of your vision board to put in your office, living room, refrigerator, cabinets, family room, and anywhere else you can see it throughout the day. The key is that this will be something you see many times throughout the day so that your goals and "So That" become so ingrained in you that making healthy choices becomes easy!

CREATE YOUR VISION BOARD: DATE COMPLETED BY _____

Step 5: Regularly Assess the Program and Update Your Plan Accordingly

Before Pictures

Pictures say 1,000 words so we understand how important it is to have a few good before pictures that you can use as motivation throughout your journey.

Tips for Before and After Photos

Appropriate Clothing

- Be prepared to wear the same type of clothing in the “before” and “after” photos.
- The more you show, the better you will be able to see the changes over time. No one enjoys taking a before picture, but your after picture is only as good as your before picture, so make sure enough is showing that you will be able to easily see the transformation. (Maybe a shirt that is a little too small, so you can see how much better it fits in the after picture).
- Wear light colored tops if you choose to wear a shirt.
- Try not to cover your legs with long shorts or dark yoga pants.
- You may want to show these pictures off later on, so be sure whatever you choose is appropriate and you would feel comfortable sharing.

Photos Tips

- Professional photos aren’t necessary, but remember that the only way you can see your changes is with good, clear photos.
- Take pictures against a plain (solid) background and include your entire body, from head to shins to fill the photograph with yourself. Be the same distance from the camera each time.
- Stand with your arms at your sides in both the “before” and “after” photos.
- Try to fill the photograph with yourself. If you’re too far away, it may be hard to see your results.
- Have the date you started and finished (or midpoint) in the top left corner of the picture.
- Take pictures in 3 positions, facing forward, to the right and from the back.
- Good lighting is always helpful.



Starting Weight & Measurements

Weight and measurements are taken Day #1, #14 and #28. In order to be consistent, follow this simple guide to know what and how to measure. After day 28, we recommend every two weeks after that to help keep you motivated and accountable. This will also help you make any changes that may need to take place based on your results.

Weight:

Same time of day each weigh in date.

Measurements:

Chest – straight across the back right across the nipple line

Waist – Stick to your bellybutton line. It may not be the thinnest part, but will allow you to remain consistent.

Hips - Feet together and wrap around the widest part of the hips.

Biceps – The midpoint between shoulder and elbow

Upper Thighs – Close to the top of the leg. Include the inner thigh and be sure tape measure is straight across.

Neck: Looking straight ahead, measure right around the neck.

	Day #1 Date:	Day #14 Date:	Day #28 Date:
Chest			
Waist			
Hips			
Biceps			
Upper Thighs			
Neck			
Weight			

Keep a simple Excel spreadsheet so that you can always find it on your computer or write it down and take a picture with your phone. By day #28 you will not want to have misplaced your first day measurements!

Try not to hop on the scale too often. Weight can fluctuate and can sometimes be discouraging. A watched pot never boils so refrain from weighing too often. Be cognizant of how your clothes are fitting and your overall sense of feeling better.

Starting Fitness Test

As with getting weighed and measured frequently as you start, we are also going to track your fitness results as you start on The 28 Day “Follow The Darn Instructions”. No matter what fitness level you are at right now, this will help by giving you a starting point along with added motivation as you progress because you can see some tangible results.

There are many types of testing to measure fitness levels. We have just picked four to begin with. You will need a stopwatch for the fitness test and measure out a mile.

Fitness Test

1. Pillar Bridge – Hold for time. See the Core page or [go here](#) for how to perform this exercise. Start the timer when you start and when you can't hold any longer, you stop the timer and record the time. Note: If you perform the first test on your knees you will perform the remaining tests on your knees. Just make a note of it on your testing sheet.

2. Air Squats – How many repetitions you perform in 90 seconds. See the Leg Page or [go here to see how](#) to learn how to perform Air Squats. As you see in the video link, your goal is to go as far down as you can with your hips. It's fine if you are not at the fitness level that you can bring your hips below your knees. Just go as low as you can. Start the timer for 90 seconds and count your reps. When 90 seconds is over, record the total number of reps completed.

3. Pushups - How many repetitions you perform in 90 seconds. See the Chest Page or [go here to see how](#) to perform a pushup. Start the timer when you start and when you can't hold any longer, you stop the timer and record the time. Note: If you perform the first test on your knees you will perform the remaining tests on your knees. Just make a note of it on your testing sheet.

4. Mile – You will walk, jog or run at your own fitness level for a mile. The key is that you get a baseline time for your mile so you can track your progress over time. You will also need to measure out a mile with an app on your phone or go to a local track and complete four laps. Start your stopwatch when you start and stop it when you complete the mile. Record it by putting your mile time on the sheet below. You can also use an App to track it.

Example Fitness Test

Date	Day #1 Jan 1	Day #14 Jan 14	Day #28 Jan 28
Pillar Bridge (time)	33 Sec	54 Sec	85 Sec
AirSquats (reps)	15	22	35
Pushups (reps)	8	14	25
Mile (time)	16:24	14:15	13:45

Date	Day #1 _____	Day #14 _____	Day #28 _____
Pillar Bridge (time)			
Air Squats (reps)			
Pushups (reps)			
Mile (time)			

Success Stories



"First of all, my results are because of the Get You in Shape program. I lost 10% of my body weight in the first 6 months of starting GYIS. I am continuing to lose weight-25 pounds and counting.

I've lost over 12 inches so far.

I am at my lowest weight for 10 years. A decade!! Since before I got pregnant with my second child, who is now 9!"

Leigh W.

"I have lost 32 pounds in 3.5 months and 25.5 inches in the same amount of time. I wake up at 5:30 am now and have plenty of energy all day. I feel and look great thanks to Get You In Shape."

Joe G.



"I lost 20 pounds during the first few months of the program. I have continued after and have now lost a total of 40 pounds and 180 inches! AND IT'S STAYING OFF! This program has literally CHANGED MY LIFE!"

Sharon K.

