

# THE COLLECTIVE FUNDAMENTALS



**STRENGTH - ENDURANCE - MOBILITY - NUTRITION - RECOVERY**

BY LUIS GALINDO  
FOREWORD BY JEREMY JONES

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## **References:**

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*Andrew Huberman*  
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# BE 1%

## BETTER EVERYDAY

We aren't just a fitness studio, we are a community. A performance focused approach that will create a physique that appears strong and fit and is capable of performing as well as it looks.

# FOREWORD

By Jeremy Jones

With so many exercise programs, diets, do this - don't do that messages out there, it's great to have some of the best info all in one easy to read place. The Collective Fundamentals ebook provides you an in-depth look into the best practices that will help you live a healthy lifestyle.

It's more than just how much you can lift, or how many grams of protein you eat.

A healthy lifestyle incorporates everything from hydration to sleep to mindfulness to eating to working out to supplementation and to surrounding yourself with great people too.

Since 2002, Luis and I have been working together and sharing these philosophies of a healthy lifestyle with family, friends, Team members, clients, members, and everyone else we have had the opportunity to positively influence.

The best thing about all the philosophies and tips shared in this book is that you can take each of them and apply them specifically to where you currently are in your health and fitness journey.

Every "rep" you do with the strategies shared here are part of the process toward living an optimal life. Continue to repeat the ones that benefit you the most and guide you toward your goals of a healthy lifestyle until they become a habit.

With a focus on getting 1% better everyday, you will feel better, look better, and move better by incorporating the fundamentals shared in small, bite size pieces. Remember, consistency is the key!!

Take the time to read through this book, and then keep it in a convenient place so you can always refer back to it on those days when you need a “positive rep”.

It truly is amazing the impact of a healthy meal and a great workout (even just walking!) can have on our emotional state. So the next time you might be feeling a little down or low on energy, implement one of the practices mentioned here for a great pick up and be sure to share it with others too.

Luis has done a great job putting this together so that The Collective Fundamentals will set you up for your success. Enjoy the read and most importantly, take action on what you read!

Always strive to be 1% better,

Jeremy Jones  
Co-founder / Master Coach

A stylized, handwritten signature of Jeremy Jones in black ink. The signature is fluid and cursive, with the first letter 'J' being particularly large and looping. The name 'Jeremy Jones' is written in a consistent, elegant script.

# INTRODUCTION

This program will educate and challenge you with a simple, yet highly effective structure to ensure success. In order to maximize your success, it is important to not see this plan as a manual or a diet but as an opportunity to improve upon. In order to see change, you must be willing to change. The time to make that change is now.

*"If you don't know where you are going, you'll end up someplace else." - Yogi Berra*

We are aware that you came to The Collective with a purpose and a reason. You have thought about the new, healthier you. You have pictured yourself at your healthiest state and we want to take advantage of the motivation that drove you here. It is now time to decide to make a few adjustments to your daily rituals by becoming more aware of them. Initiate the changes you desire. By acting on your commitment to yourself, you will start to see change. Make this change a part of your daily life. Together, we can succeed.

It's been said that acts become habits when repeated regularly for 21 days, some even say 66 days! But as the Chinese proverb says: "A journey of a thousand miles begins with a single step." Commit yourself to this program and experience the positive changes for yourself. 1% better everyday!

Welcome the new you!

# OUR METHODOLOGY (5 PILLARS)

The Collective is based on these simple 5 core pillars - our methodology as we call it. They are a simple but not an easy collection of knowledge that we've gathered with our 25+ years of experience in the fitness industry. Our goal is to bring the most effective programming with the least risk for injury, from the best schools of fitness that have been around for hundreds of years, delivered by professionals that care for your results and well being. No fluff. No gimmicks. Just straight hard work and an amazing community that will keep you wanting to show up consistently supporting each other every step of the way!

## STRENGTH

We will coach you to master the fundamental movement patterns of squatting, deadlifting, pushing, pulling and carrying heavy loads. You will improve your movement capacities and fitness for daily life, work demands, and athletic pursuits. Strength training begins with mastering bodyweight movements. Next, we add loads with barbells, kettlebells, sandbags, medicine balls, sleds...etc.

*"Strength is the foundation for development of the rest of physical qualities" Prof. Leonid Matveyev*

Our workout methods are simple but not easy movements from the schools of powerlifting and strongman to help with functional strength.

Our ride methods have a performance based foundation that will increase your strength and allow you to track your progress.



## ENDURANCE

We use HIIT (High Intensity Interval, Training) type of programming which has been shown to produce the best performance results like improved athletic capacity and conditioning as well as improved metabolic effects, fat oxidation, and brain power. The movements are ones that we are inefficient at, things that are hard to adapt like the much loved rogue bike, rower, skierg, and calisthenics along with core movements that efficiently burn the most calories.

*"What gets measured gets improved." – Robin Sharma*

Movements that give you "the most bang for your buck" results by burning more calories and increasing our lung capacity more efficiently! Our Keiser cycling bikes have monitors that allow you to track your gear and performance ultimately leading to increasing your output and not staying in a comfort zone.

## MOBILITY

Our mobility system is a fusion of different schools of thought and mentors like Yoga, Pilates, FRC (Functional Range Conditioning), Ido Portal, Animal Flow, FMS (Functional Movement Screens), and other ranges to create a system that is again simple and most effective for you.

*"First move well, then move often" – Gray Cook*

Our goal is always to move well and often by practicing mobility before workouts and after class/rides plus even incorporating it into our workouts. The great thing about mobility is that it has an instant gratification element to it, it makes you feel great right away! The challenge for many is just getting started, and that is why we incorporate it wherever we can.

## NUTRITION

80-90% of general physical transformation goals can be achieved by adhering to our nutritional program. Our Radical 30 habit maker program and this eBook outline our basic protocol for achieving radical results. Our

nutrition philosophy focuses on “Traditional Foods”: clean proteins, fresh fruits and vegetables, healthy fats, and reducing processed foods.

*“Success comes from the consistent practice of simple fundamentals.” – Robin Sharma*

We also provide a live support system for accountability and client individualization. We guarantee results with each healthy habit you instill.

Our goal is to bring as much awareness to this complex topic by keeping things simple and clean, yet consistent to help you make the best choices 80-90% of the time and allowing you to break the rules the other 20-10% of the time. Making this something that you can continue to do your whole life. We also offer nutrition coaching where our team can help you learn what your caloric budget is, allowing you to have a choice on how much food your body needs to thrive!

Please ask our First Impressions Team or Coaches to get more information on our Macro Coaching Program. Everything is done as always with simplicity, consistency, and a focus on becoming 1% better everyday!

## RECOVERY

Muscle recovery is key, and one of the most important parts of your results. A good night's sleep and a good nutrition plan combined with daily mobility practice will yield great results.

*“Rest when you're weary. Refresh and renew yourself, your body, your mind, your spirit. Then get back to work.” - Ralph Marston*

Recovery is a process that includes rest, refueling through nutrition, rehydration, regeneration (repair), reduction of inflammation and restoration that ultimately returns the body to homeostasis.

Our goal is to help bring awareness about the importance of these key elements, and also offer you tools and ways to use them inside and outside the studio.

\*See “The Recovery Fundamentals” section for more info.

# PREPARING YOU TO SUCCEED

With this plan you will be able to achieve great success as long as you are consistent and with the common goal of making daily and small continuous improvements. The most successful people in the world do the simple things in life - the fundamentals, over and over, creating radical results and healthy habits.

The key is finding a formula that works for you, and when you do, you will stick with these same habits consistently without making too many changes, your success, both physically and mentally, will sky rocket and you will be well on your way toward living a healthier lifestyle.

*"Plans are only good intentions unless they immediately degenerate into hard work." - Peter Drucker*

Question is how do you find your formula right? Well, you do it with trial and error and by asking for help!

First we recommend you read this guide and apply "what you don't know" (what you weren't doing) and start with the most simple thing to tackle, then move up from there.

Second, improve upon "what you know that you don't do" (what you need to improve upon, and start with the most simple things to tackle once more!)

Third, repeat steps 1 & 2 until you've created great and healthy habits!

One of my favorite quotes is "failing to plan is planning to fail." Similar to the fact that we don't drive our car without paying attention to how much gas it has. We don't spend money without looking at our bank account, we have some type of budgeting process that we utilize to make sure we have the appropriate funds for a purchase.

So why do we just go home and hope that something healthy will



# THE COLLECTIVE

A school of fitness that includes strength, endurance, mobility, and cycle classes in addition to holistic nutrition guidance to help you feel your best, move your best, and live your best.

magically appear in our refrigerator if we haven't planned for it and done the appropriate shopping? I am guilty of doing this many times, what about you?

So, why not create a plan that works for you to make this part of your life more efficient and simpler!? Maybe you buy pre-made meals from Chef PHX or a local company, or partner up with a friend or loved one to make them and have them for lunch on weekdays.

Maybe practicing Time Restricted Eating [see info on page 23](#) to have one less meal to plan.

How about planning and cooking dinner every night? If you have a Family this is a great tradition that will always be remembered. My house becomes a party every night when we have dinner! If it's just you then it can be your time to relax and be creative with your craft to finish your day great!

The point is to keep thriving by looking at and valuing what we put into our bodies, just like we do with so many other aspects of life. Move the needle in the right direction and surround yourself with people with common goals.

Our goal is to set you up for success! Therefore, you will see the fundamental aspects of this plan are imperative and not complex using different points of views for different personalities, so that you and your family, or you and your friends can follow this plan.

The Collective Fundamentals is meant to paint a clear vision, while raising your AWARENESS levels toward healthy habits you can apply on a daily basis. You will make better CHOICES, which in turn will bring you better RESULTS.

Movement and food choices will be based on how our ancestors used to move and eat when technology, mass production, and even farming was not available. Start taking ACTION today!

*"Success comes from the consistent practice of simple fundamentals." - Robin Sharma*

# 5 SIMPLE FUNDAMENTALS

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# FUNDAMENTAL HABITS

Research has shown that it now takes 66 days to create a habit, and as we said above “success comes from the consistent practice of simple fundamentals.” By incorporating these simple life hacks slowly and consistently to your daily routines you will create that “compound effect” which over time can ultimately give you the permanent radical results you want! It’s not a quick solution, instead it’s something that can last a lifetime!

*“Motivation is what gets you started. Habit is what keeps you going.” - Jim Rohn*

Focus on dialing in your biological clock by eating, training, and going to bed around the same time, 80-90% of the time. Become obsessed with following these 10 simple nutrition habits by starting with the easiest and working your way up from there!

## **10 HABITS THAT WILL IMPROVE FAT LOSS AND DELIVER OPTIMUM HEALTH:**

1. Eat a whole food diet based on 40/30/30 (C/P/F) macro breakdown.
2. Replace most grains with greens in your meals.
3. Eat protein with all your meals (aim for 0.8 to 1.0 g per lb).
4. Consume 1 serving of healthy fats per day (avocados, nuts, butters, fish oils). Avoid vegetable and seed oils at all costs.
5. Drink a minimum of ½ your bodyweight in ounces of water per day.
6. Add a protein smoothie immediately following your workouts.



7. Sleep 7-9 hours per day.
8. Stay away from liquid calories (juices, soda, and diet drinks).
9. Eat real food as much as possible. Less processed foods (in cans and boxes).
10. Be aware of your portion sizes and carbs when eating out.

\*Allow yourself to break these rules 10% of the time, but be smart about it.

90-10% example: 10% of 35 meals per week (5 meals x 7 days) is about 3 meals. Allow yourself to "break the rules" 3x per week (2 main meals and 1 snack). Not an entire day! The other 90% you eat as clean as you can!

After reading this eBook follow our Radical 30 Habit Maker and experience the results that your body and mind want: <https://my.funkfit.com/radical-30>

## **DIAL IN YOUR BIOLOGICAL CLOCK:**

- The most important combination of habits to work on is to build better circadian rhythms for eating, training, and sleeping!

## **BUILDING YOUR RHYTHM FOR EATING:**

- Eat around the same times everyday.
- Do 2 large meals and 1 to 2 snacks at the same time each day.
- Plan your activity and work around your meals.
- Fast for at least 12 hours each day. For more on this read TRE (Time Restricted Eating [on page 23](#))

## **BUILDING YOUR RHYTHM FOR TRAINING:**

- Schedule your workouts and activity in advance around work/life schedule.
- Adjust as you need at first and make it a goal to have a time dialed-in in less than 21 days.



- If possible, be intentionally active 2x per day. Example: do a morning or evening walk and then evening or morning workout.

## **BUILDING YOUR RHYTHM FOR SLEEPING:**

- Keep your lighting around your house as low as possible at night at least a couple hours before bed.
  - Don't use your phone at least 30 minutes before bedtime.
  - Don't drink too much water before bed. Drink at least 60% of your body weight in ounces of water throughout the day instead.
  - Never pick up your phone if you wake up in the middle of the night. You can disturb your circadian rhythm if you do.
  - Wake up around the same time everyday. You can use an alarm at first, but after you build your rhythm back, you won't need it.
  - Get sunlight on your eyes upon waking. Go outside if possible for about 10-20 minutes and get some sun. UV is the lowest in the morning. It's also great to get your Vitamin D levels up naturally!
- \*\* Supplement aids for sleep: CBD oil/gummies 1-2 hours before bed, 145mg Magnesium Threonate before bed for calming effect, and drink calming teas before bed like sleepy time tea.



# TRUE

## OPTIMUM LIVING

Build sustainable habits for a healthy  
and fulfilled life inside and outside of the gym.  
No diets. No gimmicks. It's a lifestyle.



# FUNDAMENTAL NUTRITION

Many of us are often confused when we hear health experts tell us that our diet should consist of “unprocessed foods.” We logically think that going to a superfood market and spending \$300 on the so-called “healthy groceries” is what we are supposed to do.

*“Think left and think right and think low and think high. Oh, the things you can think of if only you try.” – Dr. Seuss*

Well, in actuality, most people don’t fully understand what “unprocessed foods” are so they end up getting a cleaner version of the same junk that they’ve always consumed ex. Gluten free this, organic super snack x, grainless chips, keto ice cream, etc.

If it’s packaged, it is still processed - processed food is processed food. Just because it says all-natural or organic does not mean it’s healthy. I am not saying don’t eat this and eat the regular stuff, what I am suggesting instead is to still see these foods as a healthier version of your old cheat meals, that 10% or 20% remember? Think about it! How much cleaner will your whole diet be if you did it this way!? Healthier alternatives for that cheat meal or that sweet treat : )

“Organic” or “Natural” when packed is not always the solution. Organic and natural when fresh is a great solution. The same but different!

The goal is to first focus on the quality of your food, and then on the quantity. By doing quality first we will be consuming healthier ingredients that will help our bodies fight inflammation and other potential diseases that artificial ingredients might cause.

Focusing on quality and cleaner food will also yield less calories which in turn will help your fat loss goals when you make that switch by putting your body in a slight caloric deficit. When food is organic and unprocessed the food is healthier, tastes better, and contains less ingredients which

also means less calories.

Again, rather than just focusing on just the “Calories IN – Calories OUT” approach, we focus on the quality of your food and its micronutrients first. Once that is established you should then find what quantity of food your body needs to have the energy and results you want to achieve.

Knowing how many calories your body needs to thrive is imperative. Once you learn that, you can better understand the quantity of macronutrients your body needs.

There are different calculations out there to find this number and you can always reach out to us so one of our coaches can help you and guide you in finding and attaining this number.

Your goal is to balance out your carb, protein, and fat ratios to reach those radical results!

## LET’S GET STARTED!

Clean out your pantry. There should be minimal foods in your pantry that have a shelf life of longer than 2-3 months. If it lasts any longer than that it better say “freshly packed tuna” on the side of the can. (Even canned tuna should only be consumed occasionally.)

Never have tempting foods in the house. It’s time to get rid of the spaghetti o’s, ramen noodles, breads, pastas, cookies, chips, crackers, ice cream, waffles, juice, sodas, cereals, oatmeal, artificial sweeteners (Stevia allowed if needed), fruit yogurts, puddings, soy sauces, canned soups, sugary apple sauces, noodles...all refined, packaged foods.

Bag it all up; take it to a food bank or homeless shelter.

In order for you to see success, it’s pertinent for you to eliminate distractions. These types of foods will impede your progress and keep you in the same physical condition you are in now.

Shopping for the right foods. When you go grocery shopping, the majority of the items you should purchase are located on the perimeter of the store. These are your fresh vegetables, fruits, good fats, and proteins.

Most of your grocery basket should go directly into your refrigerator. Some of these items will also need to be frozen (fruits, vegetables, meats) but

make sure they are freshly packed and with minimal added sugars and/or preservatives. Preparing and planning is your number one goal!

Here is a description of some of the items you will be shopping for proteins.

## PROTEINS

Proteins are the building blocks for our muscles and also essential in body fat loss. Proteins will help our bodies repair and recover while also keeping us satiated. When you can, purchase grass-fed meats and wild-caught seafood. This is not a necessity, but it's always great to know what the animals were being fed and where they were raised. Oftentimes their natural habitats are much cleaner and safer.

Bottom line, trust the source from where you are purchasing all of your food, especially your proteins. We do recommend buying unfrozen proteins and staying away from processed meats that are loaded with preservatives and additives.

**Meat:** Pork, beef, lamb, game meats, good quality bacon (nitrate free)

**Seafood:** All seafood is allowed.

**Poultry:** Chicken, turkey, duck, ostrich, omega-3 enriched eggs, and some items like chicken apple sausage to help you with breakfast on busy days.

## VEGETABLES

Vegetables are packed with vitamins and nutrients that are essential to overall health and well-being. They come in all shapes, colors, and sizes. The dark, green leafy vegetables tend to be the most nutritious, but we highly recommend a variety of colors when it comes to your vegetables.

Ideally you should buy local and organic, but at least buy what is in season.

Local supermarkets tend to have the most economically priced produce that typically is pretty fresh. Local farmers markets are an excellent place to shop and oftentimes get great deals!

## FRUITS

Fresh fruits are another excellent source of vitamins and minerals that enhance our overall health. However, due to its higher sugar content (even though it is naturally occurring sugars), when fat loss is your goal, you want to limit fruits to 1-2 servings per day. Some of the healthier fruits for you to consume are (in order of preference): all berries, melons, citrus, apples, and pears. Other fruits such as bananas, papayas, and mangos, are great for post-workout consumption but aren't the best for those who are looking to lose weight.

## DRINKS

Obey your thirst! Stock up on water, mineral waters, teas (unsweetened of course!!), and coffee, as these are your beverages of choice. No LIQUID Calories.

## FATS

Fats play a critical role in weight loss and also aid in satiation. They are a great energy source and many healthy fats such as fish oils are known to reduce heart attacks, depression, and cancer.

Other healthy fats with these same benefits include organic olive oil (extra virgin) coconut, avocado (oil and whole), macadamia (whole and oil), almonds, and walnuts.

If fat loss is your goal, limit nuts to 1-2 ounces per day. Also limit pouring oil when cooking since a Tbs is around 140 calories. You can utilize Organic Avocado, Coconut, or Olive oil sprays for cooking instead.

Please do your best to NOT consume any foods with seed and vegetable oils. There's a lot of research coming out now with how detrimental some of these oils can be to us.

Please do your own research and choose wisely, and be sure to learn the right temperatures for cooking with different oils.

# SAUCES AND SPICES

Of course you need some flavor in your life! When it comes to cooking, these sauces and spices will keep your meals invigorating and super tasty.

Try marinara sauce, herbs, spices-curry powder, garlic, ginger, cilantro, chili powder, black pepper, lemon zest, allspice, cinnamon, cumin, oregano, and basil.

Get at least 20 herbs and spices to add variety to all of your meals.

## **The majority of your meals will look something like this:**

- Protein with every meal
- 4-5 meals per day
- Limit fruit to 1-2 servings if fat loss is a goal
- Limit nuts to 1-2 oz if fat loss is a goal
- Beverages are coffee, tea, water, mineral water.

## **Key points to remember:**

- 4-8 oz of lean protein such as chicken, lean beef, turkey, pork loin or seafood.
- Several servings of vegetables, raw, steamed, or lightly cooked.
- Finally, round out the meal with good fats from avocados, olive oil, or a handful of unsalted nuts such as almonds, pecans, macadamias or walnuts. (1-2 OZ)

# TIME RESTRICTED EATING FOR LEAN GAINS

(12h - 16h fasting / 12h - 8h eating window)

**Time restricted eating is based on a few simple rules:**

- Fast for 16 to 12 hours every day.
- Eat within an 8 to 12 hour window every day.
- Exercise with high intensity, a few times per week, often while still in a fasted state.
- Use 5-10g of BCAA (FITSHOT) before or during your exercise session and/or LMNT electrolyte during/after exercise session (both available for purchase at The Collective)
- On your exercise days, eat 2-3 big meals of protein (meat), veggies, and carbs.
- Eat your largest meal directly after your workout.
- On non-exercise days, eat 2-3 meals of protein (meat), veggies, and fats.
- Eat mostly whole, minimally processed foods.

### **What's the logic here?**

The protocol attempts to use the extended fast (and fasted workout stimulus) as a powerful time of fat-burning. According to research, fasting (and training) this way means:

- Blood flow to fat cells increases.
- Concentrations of epinephrine and norepinephrine go up.
- Metabolic rate goes up slightly.
- Insulin goes down.
- Fatty acids are released for energy.

Research reasons that this scenario is the perfect storm for fat loss. However, as discussed earlier, extending the fast for too long could become counterproductive. So jamming in as many growth and recovery promoting nutrients as possible after the fast and during the post-workout period – without overeating, of course.

After intense exercise, the body is most sensitive to nutrient uptake and subsequent protein synthesis. We recommend eating a good amount of your food as soon after your workout. In practice, that means eating your largest meal of the day immediately after your workout. With this plan, you get fat-burning during one long, 16-hour stretch of the day and lean



muscle building during another 8-hour stretch. Each day is the same. Rinse and repeat.

On strength days meals should include mostly protein, veggies, and carbs (fruits, potatoes). And on the other 4 days meals should contain mostly protein and veggies.

## KNOW YOUR LIMITATIONS SELF DISCIPLINE

*"Respect your efforts, respect yourself. Self-respect leads to self-discipline. When you have both firmly under your belt, that's real power." - Clint Eastwood*

The traffic light illustrations will highlight this healthy nutrition plan from multiple angles. Study all 3 illustrations and determine which one, or combination of the 3, ensures your success.



ALLOWED



LIMITED



NOT  
ALLOWED

Please stick to the rules and guidelines as much as you can because your results correlate directly with your adherence. Remember, now is the time to establish and improve upon as many healthy habits as possible.

Many of the reasons why we believe (and why studies have proven) you can live healthier and feel better about yourself by limiting and/or staying away from these foods are listed throughout this program. But most importantly, you will know "WHY" as you begin to experience the results yourself!



## FOODS ALLOWED ON THE PLAN

### VEGETABLES

Artichokes, Asparagus, Broccoli , Brussels sprouts ,Cabbage,Carrots ,Cauliflower, Celery/Celery root, Chard,Collards, Cucumber, Eggplant, Garlic, Ginger, Green beans, Kale, Leeks, Lettuce/Salad mixes, Mushrooms, Onions, Parsnips, Peppers, Radicchio, Radishes, Rutabaga, Snow/Snap Peas, Spaghetti Squash, Spinach, Tomato, Turnips, Yellow Squash, Zucchini

### PROTEIN

Ahi, Tuna, Beef, Buffalo, Chicken, Eggs (brown/organic/cage free), Game meats, Goat, Halibut ,Lamb, Lobster, Mahi Mahi, Mussels, Pork, Red Snapper, Salmon, Scallops, Shrimp, Swordfish, Turkey, Tuna

### FRUIT (1-2 SERVINGS BASED ON GOALS)

Bananas (½ for women), Berries (All), Lime, Lemon, Mangos, Melons, Pineapple, Papaya (great for digestion)

### DAIRY

Cheese (limit to 1 oz), Half & Half ,Heavy Cream, Milk (organic whole or raw if possible), Plain Yogurt/Kefir

### NUTS/SEEDS & BUTTERS

Almond butter, Almond milk, Brazil, Macadamias, Cacao / Cocoa (100%), Coconut butter Flax, Chia & Hemp seeds, Hazelnuts, Pecans, Pistachios, Pumpkin Seeds, Sesame Seeds, Sunflower Seeds, Walnuts

### BEVERAGES

Club Soda / Seltzer, Coffee, Espresso, Water, Mineral Water, Unsweetened Teas: Black, Green, Herbal



## LIMITED FOODS ON THE PLAN

### GRAINS/LEGUMES

Note: 1/2 cup (cooked) serving per day is allowed of the following:

Brown or Wild Rice, and White Rice (Only after workout), Buckwheat, Garbanzo Beans (Chickpeas), Lentils, Pinto Beans, Quinoa, Oatmeal

### VEGETABLES

NOTE: 1cup serving PER DAY is allowed of the following:

Beets, Butternut squash, Pumpkin, Sweet potatoes

### SMOOTHIES

Smoothies are most beneficial in the morning or after your workouts.

### FRUITS

Based on Goal of 1-2 per day. Mornings or after workouts:

Bananas (green tipped/ not quite ripe)



## **FOODS NOT ALLOWED ON THE PLAN**

### **SWEETENERS**

No Artificial sweeteners (Stevia allowed if needed)

### **REFINED GRAINS**

No Brownies, No Cake, No Candy, No Cereal/Granola

### **GRAINS**

Limit Bread , Limit Bagels, Limit Pasta, Limit Corn, Limit Wheat

### **BEVERAGES**

No Drinks that are pre-sweetened, No Juice, Not these Milks: skim, 1%, 2%, Low-fat, Soy/Rice/Oat, No Soda (regular & diet), No Sweet-tasting drinks (besides herbal teas)

### **SAUCES/DRESSINGS**

No big name brands of bottled salad dressings (Very easy to make your own!) Primal Kitchen does have great dressings, just limit serving size because of calories.

ANYTHING DIET/SUGAR-FREE or artificially sweetened food or beverage items of any kind.

### **VEGETABLE AND SEED OILS**

These oils are highly processed and highly inflammatory. If needed use Avocado, Coconut, and Ghee for high heat and Olive oil for medium heat. ALL in moderation since one tablespoon is still about 140 cal.

# THE PRIMAL BLUEPRINT FOOD PYRAMID

FOR EFFORTLESS WEIGHT LOSS, VIBRANT HEALTH,  
AND MAXIMUM LONGEVITY.



General Guidelines: 80% of body composition success is determined by the foods you consume. Limit processed carb intake (insulin production) and obtain sufficient protein and healthy fats to fuel and rebuild.

**Protein:** Average .7 – 1 gram per pound of lean body mass/day – depending on activity levels (more at times is fine).

**Carbs:** 100-150 grams/ day = effortless weight maintenance. Heavy exercisers can increase carb intake as needed to replace glycogen stores.

**Fat:** Enjoy freely but sensibly for balance of caloric needs and high dietary satisfaction levels.

**Eliminate:** Sugary foods and beverages, grains (wheat, corn, any type of pasta, breads, cereals, etc.), legumes (soy, and limit other-beans to 1/2 cup cooked per day or avoid other beans if fat loss is your goal), trans and partially hydrogenated fats, vegetable and seed oils, high-risk processed meat and produce.

**Moderation:** Certain high glycemic fruit, high-fat dairy products, starchy tuber vegetables, and wild rice.

**Supplements:** Multivitamin/mineral formula, probiotics, omega-3 fish oil, and protein powder.

**Herbs, spices and extracts:** Offer many health benefits and enhance enjoyment of meals.

**Sensible indulgences:** Dark chocolate, moderate alcohol, high-fat treats.



# MOVE

## FUNCTIONALLY

Train like your body was designed to move.  
Get stronger and reduce chances of injury by  
practicing the movements you do in everyday life.  
Push, pull, squat, hinge, carry, rotate



# FUNDAMENTAL SOCIAL OUTINGS

Social life, Family and Friends are very important for us as humans. We connect in so many different ways: telephone, text, email, social media, and of course in person during social gatherings while having a glass of wine, beer, enjoying a nice cup of coffee, and/or a good meal at home or a restaurant.

*"To eat is a necessity, but to eat intelligently is an art." - La Rochefoucauld*

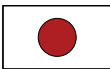
At The Collective we know and truly value community and the importance that family and friends play in our life, especially when it comes to living healthier and making us more successful. With this being said, it's important to prepare for the social situations that will come about so we don't feel like we have to alienate ourselves from others while eating nutritiously. It is true that your discipline and adherence will be tested regularly, but if you prepare beforehand and commit to your personal health and fitness goals you will be able to hang out with your friends and family and feel victorious at the end of the day!

Here are some tips on what and how to order when you are out socializing:



## **Mexican Food (Comida Mexicana):**

Opt for meat or seafood, salsa and guacamole. Ask for raw celery or carrots to dip into guacamole if you're having it as an appetizer. If it's a nicer Mexican restaurant, look for a side of vegetables to add to your entree. Skip the tortilla shells, wraps and chips (both corn and flour), beans and rice. If you're vegetarian, have some beans but go lightly on the rice.



## **Japanese/Sushi (Nippon No Tabemono):**

Opt for Sashimi. If you prefer rice with your fish, go for Nigiri, but don't go crazy! Stay away from fried sushi.





### **Italian Food (Cibo Italiano):**

Opt for a broiled or grilled chicken, fish/shrimp or even meatballs with red sauce and then veggies or salad on the side. Don't skimp on your protein source! Avoid bread, pasta or breaded meats.



### **Indian Food (bhāratīya bhōjana):**

Opt for tandoori meats/veggies that are grilled/roasted and not drowning in sauces. Skip the naan & rice.



### **Thai Food (xāhār thīy):**

Opt for a curry dish or other coconut milk based dish without the rice. Avoid sauces with peanuts as they tend to be sweeter. Also avoid the noodles and desserts like mango sticky rice.

## **Cuisines best to consume in moderation:**

### **Pizza**

The goal is to avoid refined flours, but if you must then go for a thin crust at a local restaurant (quality) and do portion control (quantity). Avoid franchise pizza (Dominos, Pizza Hut, Little Cesar, etc) since they have more preservatives and calories.



### **Chinese Food (Zhōngguó shípín)**

Unless you know the restaurant well enough to make special requests for no MSG and only sauces that don't include sugar, it's best to avoid Chinese food. There are often hidden sweeteners in many of the sauces.

### **Other tips:**

\*Do your best to just order water, preferably with lemon. This will avoid consuming liquid calories.

\*\*As always, be aware of your portion sizes, especially when eating out. Ask for half of your meal in a to-go container so you can enjoy it 3-4 hours later. Fuel yourself efficiently, but don't stuff yourself!!



# FUNDAMENTAL RECOVERY

If you are a beginner, or if it has been a while since you last exercised, your coach will work with you and educate you as to what the right amount of exercise will be for you on a weekly basis.

*"Rest when you're weary. Refresh and renew yourself, your body, your mind, your spirit. Then get back to work." - Ralph Marston*

When starting back, 3 days of exercise might be the right amount for you, with ACTIVE recovery days in between. Over the course of your first month, you will continue to learn what the appropriate "Daily Dose" of exercise is for you.

For those of you who are already in good shape, you might not need as much recovery time in between your workouts, but remember rest and recovery is highly important to you too!

No matter what your starting condition is, all of your workouts at The Collective will play a significant role in you achieving your goals. As your body adapts to the various functional training exercises and movement patterns, we highly encourage you to come in more frequently throughout the week. Your strength and quality of movement will continue to increase while you burn off all of the unwanted body fat.

Remember, movement is the key! The more you move, the better you will feel, and the more results you will see. If you are stuck at a desk all day be sure to get up and walk around every hour. Even the little things such as parking further away and taking the stairs instead of elevators will help you achieve your fitness goals more efficiently.

R&R (rest & recover) will play a BIG factor in your results. Listen to your body, learn your optimal dose, increase it slowly, steady over time, and keep showing up!

# RECOVER & REGENERATE HACKS:

## SLEEP

The single most important aspect of recovery and key to feeling at the top of your game is sleep. If you are not getting enough of it, then your body is not performing at an optimal healthy level and your energy levels are down.

If you are not getting enough sleep on a nightly basis, you will often feel drained of energy and your body will not be able to perform at its highest capacity.

Other factors that may be affected when your sleep time is not optimal include mental fatigue, increased stress, high cortisol levels, imbalance amongst hormone levels, increased muscle fatigue and soreness, and a lack of mental clarity. This list goes on and on. Bottom line sleep!

## TOOLKIT FOR SLEEP

By Andrew Huberman

Best nootropic: sleep

Best stress relief: sleep

Best trauma release: sleep

Best immune booster: sleep

Best hormone augmentation: sleep

Best emotional stabilizer: sleep

**1.** View sunlight by going outside within 30-60 minutes of waking. Do that again in the late afternoon, prior to sunset. If you wake up before the sun is out and you want to be awake, turn on artificial lights and then go outside once the sun rises.

On bright cloudless days: view morning and afternoon sun for 10 min; cloudy days: 20 min; very overcast days 30-60 min. If you live someplace with very minimal light, consider an artificial daytime simulator source. Don't wear sunglasses for this practice if you safely can, but contact lenses and eyeglasses are fine.

No, you don't have to look directly at the sun, and never look at ANY light so bright it is painful to view! That said, you can't wear a brimmed hat, sunglasses and remain in the shade and expect to "wake up" your circadian clock.

**2.** Wake up at the same time each day and go to sleep when you first start to feel sleepy. Pushing through the sleepy late evening feeling and going to sleep too late (for you) is one reason people wake at 3 am and can't fall back asleep.

**3.** Avoid caffeine within 8-10 hours of bedtime. Dr. Matt Walker (sleep expert from UC Berkeley) might even say 12-14 hours. I do fine with occasional caffeine around 2 pm when I go to sleep at ~9:30 to 10 pm.

**4.** If you have sleep disturbances, insomnia, or anxiety about sleep, try the zero-cost research-supported protocols on the Reveri app (for Apple or Android phones) Do the Reveri sleep self-hypnosis 3x a week at any time of day. It's only 10-15 min long and will help you rewire your nervous system to be able to relax faster.

**5.** Avoid viewing bright lights—especially bright overhead lights between 10 pm and 4 am. Here is a simple rule: only use as much artificial lighting as is necessary for you to remain and move about safely at night. Blue blockers can help a bit at night but still dim the lights. Viewing bright lights of all colors is a problem for your circadian system. Candlelight and moonlight are fine.

**6.** Limit daytime naps to less than 90 min, or don't nap at all. I love naps as do many of my colleagues. I tend to nap for 30 min most afternoons... maybe 45 min, but never longer.

**7.** If you wake up in the middle of the night (which, by the way, is normal to do once or so each night) but you can't fall back asleep, consider doing an NSDR (Non-Sleep Deep Rest) protocol when you wake up. Enter "NSDR" into YouTube and the top 3-4 options have different voices, durations for you to select from. Or simply do a "Yoga Nidra" protocol (enter "yoga nidra" to YouTube; 100s to select.)

**8.** You might consider taking (30-60 min before bed):

145mg Magnesium Threonate or 200mg Magnesium Bisglycinate  
50mg Apigenin  
100-400mg Theanine  
(3-4 nights per week I also take 2g of Glycine and 100mg GABA.)

\*I would start with one supplement (or none!) and then add one at a time as needed. Some people do not need any supplements and some people like theanine but not magnesium, etc. so you have to determine what is best for you.

**\*\***Don't take theanine if you have overly intense dreams, sleep-walk, or have night terrors.

**\*\*\***Also, some people (~5%), get an agitated stomach from magnesium supplementation, in which case, do not take it.

**9.** Expect to feel really alert ~1 hour before your natural bedtime. This is a naturally occurring spike in wakefulness that sleep researchers have observed.

**10.** Keep the room you sleep in cool and dark and layer on blankets that you can remove.

Your body needs to drop in temperature by 1-3 degrees to fall and stay asleep effectively. Body temperature increases are one reason you wake up. Thus, keep your room cool and remove blankets as needed. If it's too hot you would have to use a cooling device and that's harder than simply tossing off blankets if you get too warm.

Again, sleep is THE foundation of our mental and physical health and performance in all endeavors. Yet no one is perfect about sleep. The occasional night out or missing sunlight viewing here and there is not a big deal, so don't obsess about that. However, if any of us drift from these and the other behaviors for too long, we start to suffer. So whatever your life, goals and schedule, master your sleep. You'll be so happy you did!

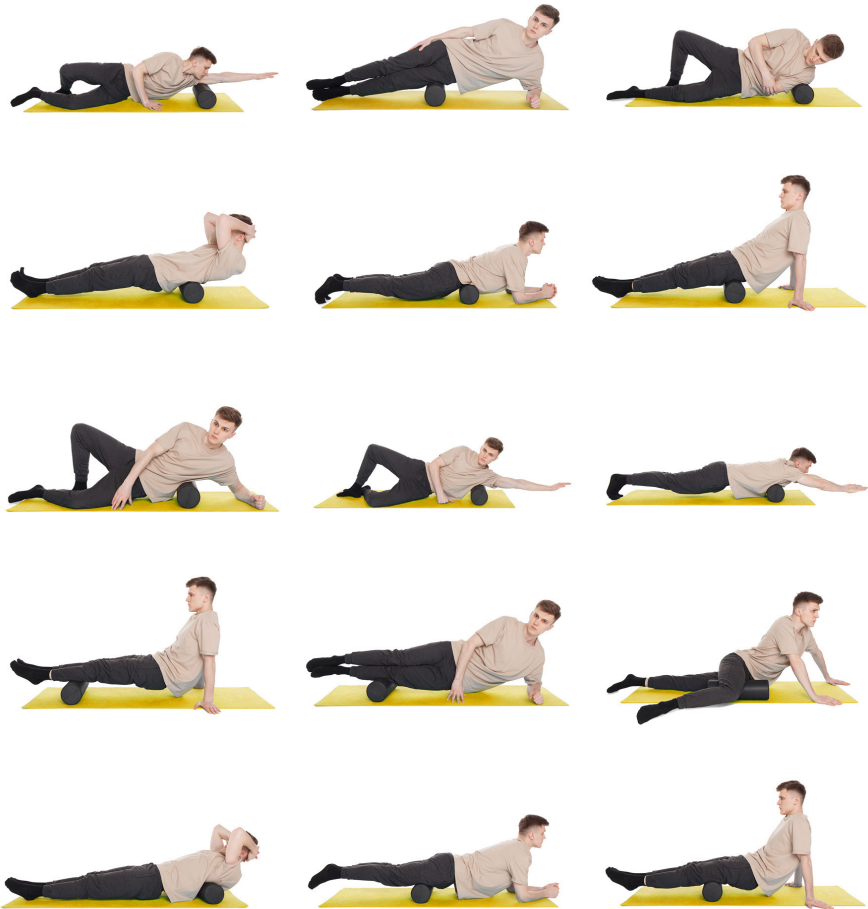
Dr. Andrew Huberman is a tenured professor of neurobiology and ophthalmology at Stanford University School of Medicine. His laboratory studies neural regeneration, neuroplasticity, and brain states such as stress, focus, fear, and optimal performance. For more than 20 years, Dr. Huberman has consistently published original research findings and reviewed articles in top-level peer-reviewed journals, including Nature, Cell, Neuron, and Current Biology. He is a regular member of several National Institutes of Health review panels and a Fellow of the McKnight Foundation and the Pew Charitable Trusts. Dr. Huberman regularly consults for technology development companies, professional athletic organizations, and various units of the United States and Canadian Special Operations.

*Please note: The information provided is not medical advice, nor should it be taken or applied as a replacement for medical advice. The Collective, its employees, guests and affiliates assume no liability for the application of the information discussed.*

# FOAM ROLL

If you are not familiar with self-myofascial release (SMR), don't worry; you will learn quickly what the foam roller and other various SMR tools are all about. The foam roller helps to create and maintain long, smooth muscles by treating knotty, tender muscular areas (also called trigger points) with deep tissue massage.

Your coach will teach you how to perform different foam rolling techniques that will help improve your recovery and get rid of some aches and pains. Here are a few of them that you can perform before and after your workouts and any other times throughout the day.



## MUSCLE THERAPY

There are various forms of muscle therapy treatments out there and we encourage you to get your body worked on by professionals such as a muscle therapist, an innovative and up to date chiropractor, a massage therapist, a physical therapist, and a coach. Think of each of these treatments as an investment to your mind and body!

- Increased circulation
- Reduced pain
- Faster rehabilitation from injury
- Increased lymphatic flow
- Break up of muscular scar tissue
- Reduced lactic acid build up
- Tissue Regeneration
- Soft & Active tissue release
- Normatec compression boots and trigger point therapy tools

## HOT & COLD EXPOSURE

Sauna (Hot Exposure). Sauna use, sometimes referred to as “sauna bathing” is short-term passive exposure to extreme heat. An ancient practice, dating back thousands of years and observed across many cultures.

Possible health benefits include increased insulin sensitivity (which can help prevent diabetes), faster recovery from injury, increased longevity, improved muscle development, and even increased neurogenesis (the creation of new brain cells)

In recent decades, sauna bathing has been found to increase lifespan and improve overall health- based on data from observational, interventional, and mechanistic studies.

KIHD study of 2,300 middle-aged men from eastern Finland also found that frequent sauna use reduced the risk of developing dementia and Alzheimer’s disease in a dose-dependent manner.

Cold Exposure Therapy has been around for many, many years and recent studies show they cause release of adrenaline in the brain and body. They also stimulate metabolism and fat loss by activation of thermogenic mitochondrial action.

Improves Mood and Focus - Cold Exposure also increases levels of norepinephrine and dopamine in the bloodstream by as much as 530% and 250%. Low levels of norepinephrine have been linked to poor mood, brain fog, and lack of focus. Cold exposure may lead to you feeling happier, more energized and productive!

Reduces Inflammation - Chronic inflammation is associated with many age related diseases and our old friend, norepinephrine has one more ability to boast: anti-inflammatory effects. Cold exposure could play a role in warding off many chronic illnesses, from arthritis to cancer, by decreasing inflammation in the body.

Boosts Immune System - Cold exposure is linked to increased white blood cell counts.

Promotes Fat Loss - Cold exposure increases metabolic rate by as much as 350%. These effects can last for a long time after the time of immersion.

The Collective has a Sauna for 6 - 8 people and 2 Cold Plunge tubs to provide these numerous benefits for members!

\*Hot & Cold Exposure Specialty Program is combined with proper training techniques to get the most out of this therapy, including advanced breath work.

In addition, we also do breath-work and meditation workshops, additional mobility sessions, and utilize other recovery tools to maximize physical and mental capacities.

## INCORPORATING COLD SHOWERS AT HOME

"Cold showers are VERY beneficial for both your mind and your body. For the best benefits, incorporate cold showers into your daily routine. As this takes strength and dedication, we advise to gradually build up the duration and intensity.

If you have no prior experience with cold showers, start with a regular shower and finish the last 30 seconds cold.

You will quickly notice that you are able to tolerate the cold more and



more, and eventually cold showers and even ice baths become things you look forward to (trust us)." - Wim Hof Method

As our mentors say above, incorporate cold showers to your morning routine (not nightly because of the energy it produces). Start slow. Once you start with us doing the cold tub, the key is to be consistent to then see the most mental and physical benefits that the cold can bring.

## BREATH WORK

### BREATHING PROPERLY USING THE WIM HOF METHOD

Your body automatically goes into a state of emergency the moment you are feeling anxious. Your heart rate and blood pressure rise. This is your body's way of putting you in the physical state required to escape a perceived threat.

Subconsciously, you begin to breathe from your chest. This phenomenon is the cause of many panic-related symptoms such as nausea, shortness of breath, and dizziness.

Taking deep deliberate breaths starting from your abdomen, signals to the rest of your body that everything is fine. The key to this relaxation technique is that you fill your entire lungs with air, rather than just the upper part. These deep breaths evoke a calming response within your body, reversing many of the anxiety-related symptoms.

You can monitor how you are breathing by placing one hand on your belly and one hand on your chest. Whenever you take a deep breath, the hand on your belly should move, while the hand on your chest should barely move at all. Breathing this way requires the use of a muscle called the diaphragm. Most people are used to using the muscles in their upper chest, neck, back, and shoulders instead of their diaphragm, which results in shallow breathing.

Start practicing breathing from your belly by sighing and just letting the air out of your lungs. This helps relax the tensed-up muscles in the upper part of your body. Next, inhale through your nose, while pushing out your abdomen.

After inhaling, pause for a moment and subsequently exhale while pulling your abdomen in. You will notice that you take bigger breaths this way, and that you breathe slower. Keep breathing like this for a couple of minutes and your body will already begin to feel more relaxed.

## **Other styles of breathing:**

Somatic Breathwork (special sessions offered at The Collective by Coach Jacob Fox)

Ujjayi Breath

Expansion Breath (great instant anxiety reliever)

Box Breathing (I use it for inducing relaxation and to help me get to sleep, plus it's great to create good breathing habits/patterns)

Nose Only Breathing (great for training at low intensity)

\*Google them and practice them often!

\*\*Meditate once per day - morning or night. Choose one after a few sessions of testing both. Stick to the same time ; ) We recommend you use the Headspace app. They have a free 30 day trial. Wim Hof also has a breathing app.



# WITH

## **RADICAL RESULTS**

Build sustainable habits for a healthy and fulfilled life inside and outside of the gym. No diets. No gimmicks. It's a lifestyle.



# FUNDAMENTAL SUPPLEMENTS

Supplementation is something that we are truly passionate about. We have seen the results that people can see and feel when set on the right supplement program. All of our supplements are of the best quality with no artificial colorings or sweeteners. We have spent a great deal of time researching and experimenting to find the best and most effective supplements for our members.

*"The part can never be well unless the whole is well." - Plato*

We harnessed a lifetime of experience and research, then put it to the test before developing a simple line of supplements that are EXACTLY what works to help people like you gain the energy and focus every day.\* In 2020 we developed our own products to make sure that everyone was getting the right pre-workout they needed [alchemistsupplements.com](https://www.alchemistsupplements.com)





# FITSHOT

**PERFORM AND BE  
YOUR BEST IN ALL  
AREAS OF LIFE**



## EXTRA SUPPLEMENTS AND FOODS TO SUPPORT YOUR ADRENAL GLANDS

A healthy whole foods diet is a diet that contains an adequate amount of protein and healthy fat (oil is liquid in room temperature while fat is solid in room temperature) and adequate fat-soluble vitamins, while omitting anything you are allergic to, such as wheat, dairy or other specific foods.

**LMNT** (Electrolytes): "Vigorous exercise and warm/hot weather induce sweat production, which contains both water and electrolytes. Daily water (4-10 L) and sodium (3500-7000 mg) losses in active athletes during hot weather exposure can induce water and electrolyte deficits..." LMNT will help you stay hydrated and energized without any stimulants, sugars, or artificial anything. (Available at The Collective)

**BCAA's** (Branched Chain Amino Acids): Individuals with weak adrenals often cannot digest meat or proteins into amino acids very well. The adrenals thrive on amino acids. As with the vitamin C, amino acids are best taken as part of a drink sipped throughout the day or during your workout. (Try our FITSHOT by Alchemist Supplements available at The Collective and [alchemistsupplements.com](http://alchemistsupplements.com) It's the best!)

**Healthy Fats:** Healthy fats we can recommend: Nordic Naturals Omega 3's Oil or capsules.

**Magnesium:** 30-60 min before bed: 145mg Magnesium Threonate or 200mg Magnesium Bisglycinate  
50mg Apigenin  
100-400mg Theanine  
(3-4 nights per week I also take 2g of Glycine and 100mg GABA.)

\*I would start with one supplement (or none!) and then add one at a time as needed. Some people do not need any supplements, and some people like theanine but not magnesium, etc. so you have to determine what is best for you.

\*\*Don't take theanine if you have overly intense dreams, sleep-walk, or have night terrors.

\*\*\*Also, some people (~5%), get an agitated stomach from magnesium supplementation, in which case, do not take it.

**Unrefined Sea Salt:** This helps the adrenals by raising low blood pressure and ensuring the body retains water. Plain table salt (sodium chloride) does not contain the same minerals and some people feel poorly when using it. \*Cooking with a high end salt is also amazing for your taste buds! My favorite is Maldon Sea Salt Flakes!

# EXTRAS

Here are a few other tips to accelerate the learning process as you study and abide by The Collective Fundamentals program.

After reading this book follow and commit to our Radical 30 Habit maker here for 30 days and see where it takes you: <https://my.funkfit.com/radical-30>

- Surround yourself with others who will encourage you to stay on track and be supportive of your healthy nutritional choices.
- Communicate with your Coach or any of the other Team members any time you have any questions or feedback regarding the plan. Remember, this is your lifelong health we are talking about!
- Remember to study the menu ahead of time if you know you are going out to eat.
- Journal your food entries or use technology to help keep you mindful of the foods you are consuming.

My Fitness Pal and Lose It are great apps you can access on your smartphone to track your food and most importantly the ratios amongst the 3 macronutrients (protein, carbs, and fat).

We recommend logging all of your food and drinks for at least 1-2 weeks so that you can become more educated on the foods you normally consume (calories, protein grams, fat grams, carbohydrate grams).

- We encourage everyone to get "tested" (measurements, bodyfat test, and weight) every month w/ our InBody 570 body composition analyzer. An appointment can be set with your Coach. Staying consistent with measurements will make you successful by keeping you on track toward your goals.
- Most importantly, remember this is not a phase or a diet. It is a life-long plan, a journey that you can adapt to your personal goals as well as those of your family. These Fundamentals apply to both young and old. It's all about getting healthy and staying healthy!!



# FAQ'S

## **1. What can I expect from the program?**

Body composition (waistline, back & hips for women, waist, gut, and back for men) will change dramatically, depending upon your initial starting condition. Energy levels will sky rocket and oftentimes hair, skin, and nail conditions improve as well. Weight will not be a priority unless you have major weight to lose.

## **2. Do I have to follow this program to see results?**

We strongly advise and encourage you to follow the program as closely as possible to ensure maximal and rapid results. Nutrition accounts for 80% of your body composition goals and contributes directly to your performance before, during, and after your workouts. If you do not place a high emphasis on the foods and drinks you are consuming, your results will be minimal at best. Remember, you are here to make changes and improve your overall quality of living.

## **3. What if my goal is not to lose weight but to gain lean body mass?**

Increase your portion sizes and make sure you are lifting heavier weights and constantly challenging your body during your training sessions with your Coach. If you are already lean or only have a few pounds to lose, you will continue to shed body fat, while gaining lean body mass. The chances of women "bulking up" are also very minimal because there aren't any processed grains in this food plan.

## **4. I am so full and not hungry for my next meal, what do I do?**

The goal is to always feel content; never stuffed and never starving. The ample amounts of high-quality proteins and fats will keep you satiated throughout the day. Be cautious of going more than 4-5 hours without eating because that can be a recipe for disaster. Often, these are the times when your body will crave sugars and junk foods. Always plan what you are eating and when you are eating! If it has been 4-5 hours and you aren't feeling too hungry, try something small such as vegetables or a piece of fruit to stimulate your energy levels and kick your metabolism into high gear. TRE will also help with "hypoglycemia" type symptoms, it will balance

you out (\*This advice is not for those with a medical problem. If you have a medical condition please consult with your doctor before doing an IF or TRE program).

## **5. Why are we limiting grains?**

While nutritionists recommend eating whole grains rather than refined flours and polished rice, this advice as interpreted in modern cookbooks in the form of quick-rise breads, granolas and other immediate recipes, is misleading. Our ancestors and virtually all pre-industrialized people soaked or fermented their grains before making them into porridge, breads, cakes and casseroles. A diet high in unfermented whole grains puts enormous strain on the whole digestive mechanism, and may lead to serious mineral deficiencies and illnesses such as allergies, celiac disease, mental illness, chronic indigestion, and bone loss. Bottom line, vegetables, fruits, and meats pack 5-10 times more nutrients than grains do. For further readings on this topic, please refer to some of the references listed at the beginning of this book.

## **6. What if I am vegetarian?**

The same ideas will apply to your eating regimen (Traditional Foods) with of course the exemption of meats that you normally stay away from. The idea is to not consume the man made foods that are causing many of our health problems today. If you are a vegetarian, we recommend that you research the way that people ate 500-1000 years ago in cultures where vegetarianism started. Just make sure you get enough healthy fats as your main energy sources and stay away from the pastas and breads!

## **7. Can I gain all the weight back and more if I stop eating “this way?”**

If you return to your old eating habits that contributed to your unhealthy condition, then yes, you can gain all of the weight back and most likely more. Poor nutrition is the primary reason for the majority of today's health concerns. Bad foods, and especially bad carbohydrates (processed, high sugar content, tons of preservatives and additives) can act very much like a drug that your body might crave, even if it knows it is not good for it. You might feel mentally good after consuming junk food products, but within a short amount of time, your mind and body will begin showing the negative side-effects (bloating, gasses, indigestion, lethargy, mood swings) that so many of these foods have.

# OUR PROMISE

We are committed to helping you in any situation. Please don't look at this program and say, "I don't think I can do something like this where I stand today. I just don't want to fail once again." We are willing to meet you where you are and show you the road to a successful healthy life, while taking as small of steps as necessary.

The Pareto Principle (also known as the 80–20 rule, the law of the vital few, and the principle of factor sparsity) states that for many events roughly 80% of the effects come from 20% of the causes.

If you feel that all of this at once is too much for you, apply 1% of the program daily, but continue to apply that 1% every day consistently and purposefully. Over the course of 66 days you will dramatically increase your progress (by at least 66%!!) and your results will be daily proof.

Whether you follow it all at once or 1% at a time, stay committed to your goals and consistent with your daily practices and you will be VICTORIOUS in the end.

## OUR COLLECTIVE PURPOSE

is to create a community of like minded individuals and inspire them to live optimally, move functionally, and experience Radical Results!

# THE COLLECTIVE CORE VALUES

## WOW

Go above and beyond in all we do. Gold Standard.

## COMMUNITY

We love like a family and execute like the Dream Team.

## INTEGRITY

The way you do anything is the way you do everything.

## CONTAGIASM

Contagious enthusiasm. Energy breeds Energy!

## COMMUNICATE CLEARLY

Have solution oriented conversations without blaming, complaining, or defending. No BCD.

## EMBRACE CHANGE

Adjust, positively adapt, and leave your ego at the door.

## BE 1% BETTER EVERY DAY

Kaizen, small continuous improvements.  
What gets measured gets improved.

# CONCLUSION

We understand that this might be a huge battle and change for you. Let us help you and please use us as a resource. We are here to help you succeed in any way that we can. Our passion is to help you obtain optimal health and fitness levels. Thank you for helping us fuel our fire!

Please email me with any questions at [luis@funkfit.com](mailto:luis@funkfit.com) or call/text at [480-241-1874](tel:480-241-1874), or visit our website [funkfit.com](http://funkfit.com) for more info.

