



gotrim™

30-DAY JUMP-START
Exercise Guide

EXERCISE IS ESSENTIAL FOR LONG-TERM HEALTH, VITALITY AND REACHING YOUR WEIGHT MANAGEMENT GOALS.

Exercise consists of not just cardiovascular exercises (running, walking, aerobics or group exercise classes, spinning classes, elliptical, swimming, rowing, biking), but weight resistance, too. In fact, building lean muscle is really what will start reshaping your body to develop that lean, active and fit body you desire! Unfortunately, as we age, we lose muscle mass. Muscle protects our bones, and it's integral to ensure we work hard to protect and keep our muscle. Muscle also dictates our metabolism. The more lean muscle we have, the better our weight management efforts will be.

It is important to fit in your fitness! Schedule it into your day and week and be sure to get your weight training and cardio in.

The exercise calendar included is a great way to get fitness into your routine. (Although you can see we start on a Wednesday for our global "Weigh-in Wednesday," but if you prefer to start on a different day, that's no problem — just adjust your calendar.)

This exercise calendar is geared towards beginner and intermediate fitness levels, but, if you need to start with less minutes or pick a day of cardio followed by a day of weight training, that's fine, too! The point is that this is your journey, and it is most important to start somewhere! If you are already a fitness fanatic, athlete or already have a great workout regime in place, keep it up; by changing your eating with the GoTrim™ 30-Day Jump-Start Kit, you will only see improvements in your performance, recovery, weight, body fat and inches lost.



Consult your physician before starting this or any other exercise programme. If you experience faintness, lightheadedness, dizziness, pain or shortness of breath at any time while exercising, you should stop immediately and consult your physician or other healthcare professional. Do not start this programme if your physician or healthcare provider advises against it. Results shown may not be typical. Individual results may vary.



Tips

1. If you are new to exercise, it is highly recommended to hire a certified personal trainer, even if it is for just a few sessions. A personal trainer will help you put together a routine to reach your goals and show you how to perform each exercise correctly, and even learn more ways to workout. The picture tutorials listed in this document use mostly free weights or dumbbells but many gyms have weight resistance machines that tackle each muscle group and are easy to use.
2. Calculating your target heart rate can help you find your fit with exercise. Maximum heart rate is how many times your heart should beat during exercise. You can calculate your maximum heart rate by subtracting your age from 220. To reach your target heart rate for exercise, you want to stay between 50 percent (beginner) to 85 percent (advanced) of your maximum heart rate.
3. HIIT (High Intensity Interval Training) can make a shorter workout more impactful. Gone are the days of spending hours on the treadmill; with HIIT training, those shorter workouts can really jump-start your body. Whether you are advanced or a beginner, you can perform HIIT training. For example, a beginner doing 30 minutes of cardio, such as walking, may walk at his or her regular speed for one minute, then faster for one minute for the entire 30 minutes of exercise. An advanced person may jog for one minute and sprint for 30 seconds during their entire 30 minutes of exercise. The point: You can do HIIT with almost anything you do.

SUN	MON	TUES	WED	THURS	FRI	SAT
 <p>Take "Before" Pictures and Measurements</p>			<p>1</p> <p>PHASE 1 STARTS</p> <ul style="list-style-type: none"> • No exercise • Light 15–30 min. walk 	<p>2</p> <p>PHASE 1</p> <ul style="list-style-type: none"> • No exercise • Light 15–30 min. walk 	<p>3</p> <p>PHASE 1</p> <ul style="list-style-type: none"> • No exercise • Light 15–30 min. walk 	<p>4</p> <p>PHASE 1</p> <ul style="list-style-type: none"> • No exercise • Light 15–30 min. walk
<p>5</p> <p>PHASE 1</p> <ul style="list-style-type: none"> • No exercise • Light 15–30 min. walk 	<p>6</p> <p>PHASE 1</p> <ul style="list-style-type: none"> • No exercise • Light 15–30 min. walk 	<p>7</p> <p>PHASE 1</p> <ul style="list-style-type: none"> • No exercise • Light 15–30 min. walk 	<p>8</p> <p>PHASE 2 STARTS</p> <ul style="list-style-type: none"> • 30 min. cardio • 20 min. weights (Back) 	<p>9</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 35 min. cardio • 20 min. weights (Chest) 	<p>10</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • Try a new exercise class! Or do something you normally don't do for at least 30 min. 	<p>11</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • No exercise (unless you want to)
<p>12</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 30 min. cardio • 30 min. weights (Legs) 	<p>13</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 35 min. cardio • 20 min. weights (Biceps) 	<p>14</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 30 min. cardio • 30 min. weights (Shoulders & Abs) 	<p>15</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • No exercise 	<p>16</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • Try a new exercise class! Or do something you normally don't do for at least 30 min. 	<p>17</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 40 min. weights (Triceps, Chest, Abs) 	<p>18</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • No exercise
<p>19</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 30 min. cardio • 30 min. weights (Back) 	<p>20</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 35 min. cardio • 20 min. weights (Legs) 	<p>21</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 30 min. cardio • 30 min. weights (Shoulders & Abs) 	<p>22</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • No exercise 	<p>23</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 40 min. weights (Biceps & Triceps) 	<p>24</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 35 min. cardio • 20 min. weights (Chest & Abs) 	<p>25</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 30 min. cardio • 30 min. weights (Back)
<p>26</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • No exercise 	<p>27</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • Try a new exercise class! Or do something you normally don't do for at least 30 min. 	<p>28</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 40 min. weights (Full Body) 	<p>29</p> <p>PHASE 2</p> <ul style="list-style-type: none"> • 30 min. cardio • 30 min. weights (Legs & Abs) 	<p>30</p> <p>YOU DID IT!</p> <ul style="list-style-type: none"> • Take "After" Pictures and Measurements • Share your success: findyourfit@marketamerica.com 		

AB-BUILDING EXERCISES



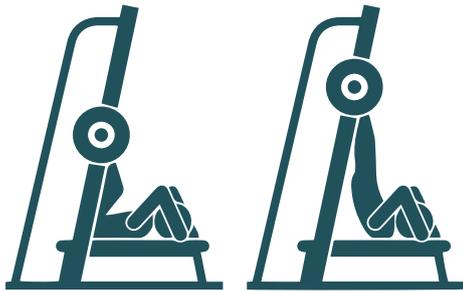
Ab Crunch Machine



Bench Sit Up



Press Sit Up



Smith Machine Hip Raise



Cable Crunch



Sledgehammer Swings



Dumbbell V-Sit Cross Jab



Barbell Ab Rollout



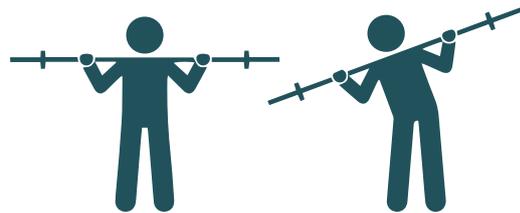
Otis Up



Knee Hip Raise On Parallel Bars



Bent Press

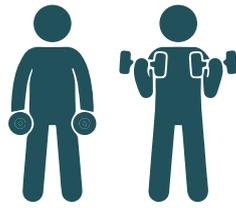


Barbell Side Bend

ARM BUILDING EXERCISES



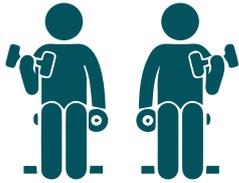
Dumbbell Alternate Bicep Curl



Biceps Curl



One-Arm Dumbbell Triceps Extension



Seated Dumbbell Alternate Curl



Standing Dumbbell Triceps Extension



One-Arm Dumbbell Row



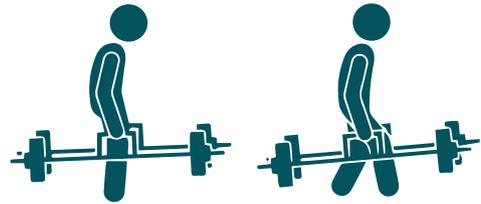
One-Arm Seated Dumbbell Curl



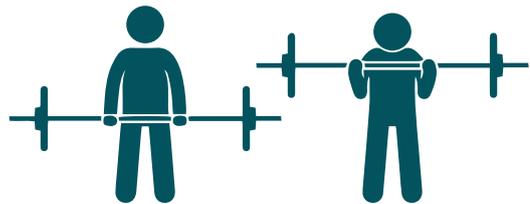
Incline Hammer Curl



Triceps Pushdown



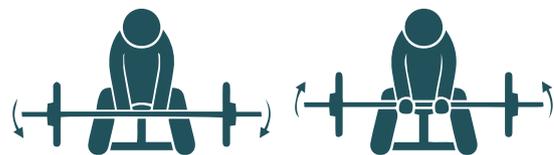
Farmer Walk



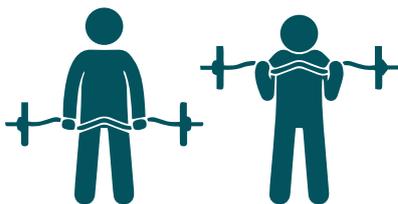
Barbell Curl



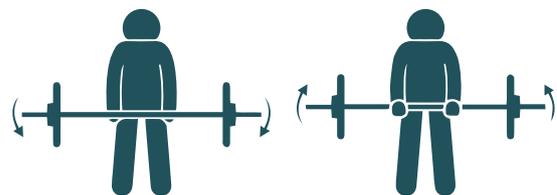
Weighted Bench Dip



Wrist Curl



EZ-Bar Curl



Behind-The-Back Barbell Wrist Curl

SHOULDER AND NECK BUILDING EXERCISES



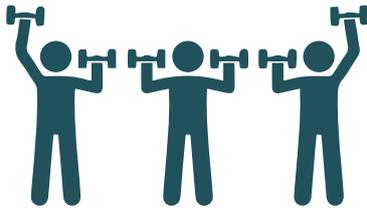
Side Laterals to Front Raise



Dumbbell One-Arm Overhead



Standing Dumbbell Press



Standing Alternating Dumbbell Press



Front Incline Dumbbell Raise



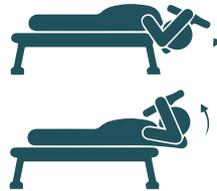
Seated Dumbbell Press



Seated Head Harness Neck Resistance



Car Drivers



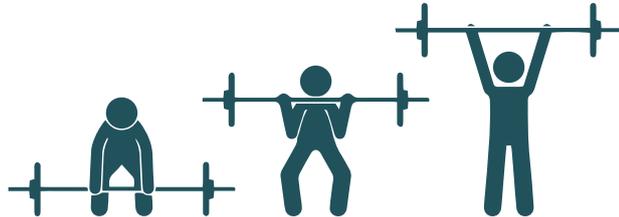
Lying Face Down Plate Neck Resistance



Lying Face Up Plate Neck Resistance



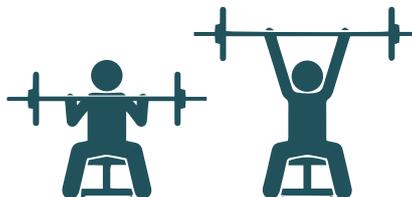
External Rotation with Cable



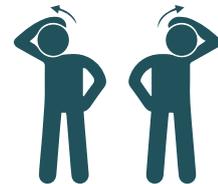
Clean and Press



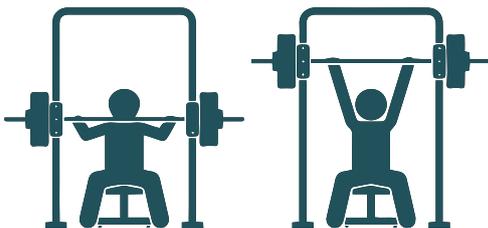
Leverage Shoulder Press



Seated Barbell Military Press



Side Neck Stretch



Smith Machine Shoulder Press



Single Arm Linear Jammer

CHEST BUILDING EXERCISES



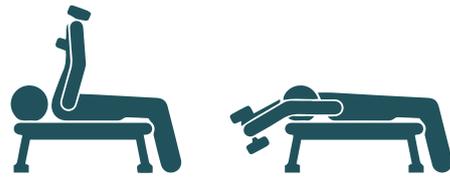
Barbell Bench Press



Incline Barbell Bench Press



Decline Barbell Bench Press



Dumbbell Pullover



Flat Bench Dumbbell Press



Incline Dumbbell Press



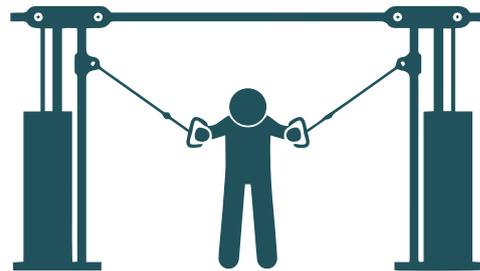
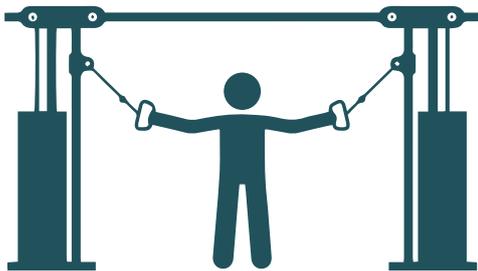
Incline Push-Up



Decline Push-Up



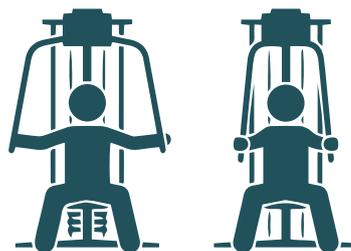
Dips Chest



Cable Crossover Machine



Machine Bench Press



Butterfly Chest Workout

LEG BUILDING EXERCISES



One-Legged Cable Kickback



Cable Hip Abduction



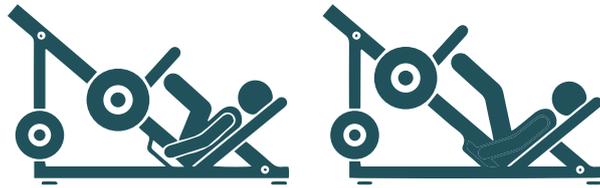
Lying Leg Curls



Thigh Adductor



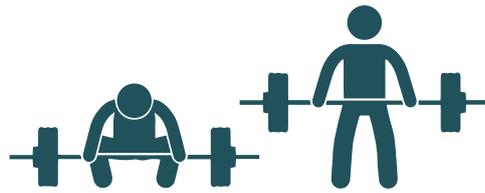
Dumbbell Seated Calf Raise



Leg Press



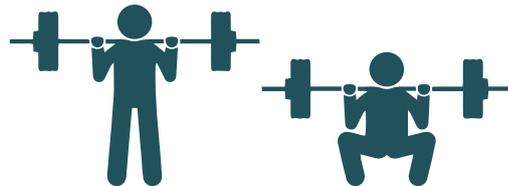
Standing Barbell Calf Raise



Snatch Deadlift



Box Squat



Barbell Full Squat



Kettlebell Pistol Squat



Tire Flip Workout



Barbell Glute Bridge



Floor Glute-Ham Raise

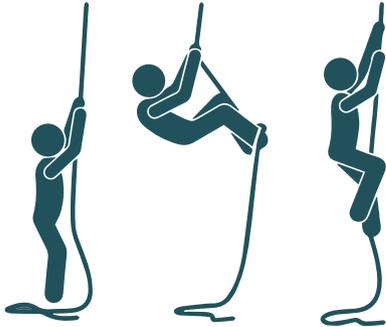
BACK BUILDING EXERCISES



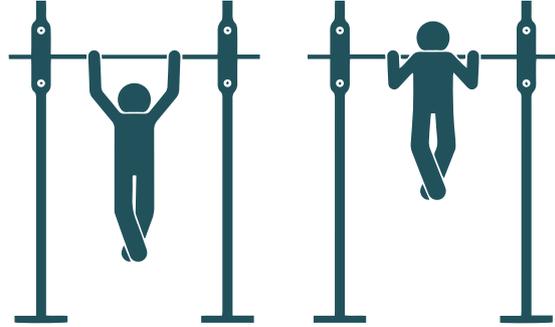
One-Arm Kettlebell Rows



Dumbbell Bent Over Row



Rope Climb



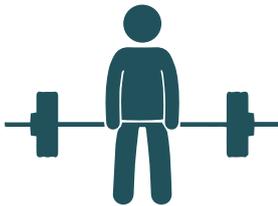
Pull Ups



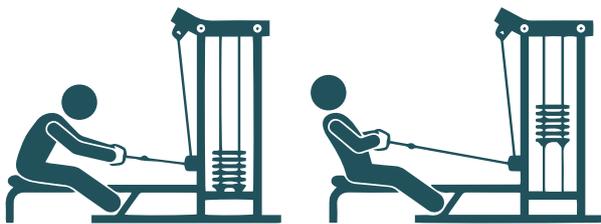
Deadlift



Dumbbell Incline Row



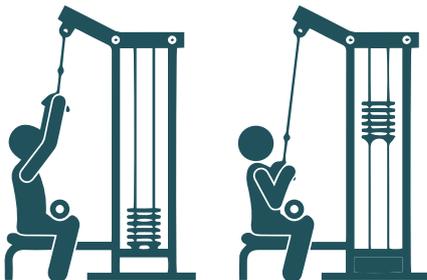
T-Bar Row Platform



Seated Cable Rows



Lat Pulldown



V-Bar Pulldown



Shotgun Row



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