BB3 Fitness & Nutrition Center Presents The

7- Day Challenge

Program Overview:

It is going to take more than 7 days to achieve the body you want. That is true. However, if you don’t get past day one, then you will never get to your destination. That is why the 7-Day Challenge is vital to your success. It is about instilling the habits of physical change into your daily life. It is only through living these habits that you can achieve and sustain your vision and goals. Within the first seven days you will begin to experience more energy, greater health and unstoppable momentum. You are laying down the foundation for extraordinary results.

WARNING

Remember achieving physical excellence is a great feat and with any great feat it does not happen by accident. It requires 100% commitment, iron discipline and legendary perseverance. You will face adversity along the way and sometimes you may think it’s not worth the effort. Now is the time to decide whether you are in or you are out. There is no turning back.
You are greater than anything that will stand before you.

Burn these words in your heart and know that there is no greater experience in life than to master one’s self.

The KEY to Creating Continuous Change!

KAIZEN! (Pronounced: KIE-ZEN!)

Looking back at any accomplishment including physical change, you will discover that every journey is a series of many small steps that lead to a Big LEAP! The Big Leap is the celebration…the acknowledgement of WINNING!
It’s the Glory!
Getting on the scale and seeing a number that gives you chills (in a good way).
Pushing up a weight that you once couldn’t budge
Seeing your six-pack for the first time.
Running a 5k effortlessly when you could barely run to the bathroom without passing out before!
In sports, it is winning the Super Bowl!
Or knocking out the Champ!
We all know the feeling of VICTORY!
That moment of ecstasy is what drives us to success!
But how do we get there and more importantly, keep getting there!

If you want a leaner, chiseled body so damn bad then what is stopping you?
That’s a great question with a simple answer.
The reason you have not been able to get there yet is a matter of FOCUS.
We all FOCUS on the celebration, the BIG LEAP.
Yet we forget what created the momentum to take that BIG LEAP.
What created the momentum was KAIZEN!
Kaizen is a Japanese term meaning “Continuous Improvement”.

Most people dread the small steps that push them toward the realization of their desires. They whine, complain and cry about working out, eating clean and being sore. They see the small steps as a nuisance that they HAVE to do or they will get fat. Then there are the physically elite and the soon to be physically elite who choose to attack the small steps with vim and vigor...who embrace the challenge and always strive to improve. They possess the KAIZEN mindset and reap the rewards of victory.
The daily GRIND

It is doing the little things each day.

- Training
- Getting enough sleep
- Going to the grocery store
- Preparing your food
- Planning your meals
- Eating optimally one meal at a time
- Drinking water each day
- Consuming high octane foods
- Focusing on and celebrating the smallest, positive improvements.

This is KAIZEN!

Improving every day, getting one more rep, eating a little cleaner than the day before, being in the PRESENT moment.

This is KAIZEN!

If you begin to exercise this mindset the rewards will be astonishing. I leave you with these powerful words from author, Og Mandino, to stoke the fire within:

“I will act now. I will act now. I will act now. I will walk where failures fear to walk. I will work when failures seek rest. I will act now for now is all I have. Tomorrow is the day reserved for the labor of the lazy. I am not lazy. Tomorrow is the day when the failure will succeed. I am not a failure. I will act now. Success will not wait. If I delay, success will become wed to another and lost to me forever. This is the time. This is the place. I am the person.”
What do I eat?

How to Create a High Octane Meal?

1. Refer to the Food List below.
2. Choose a portion of lean protein the size of your hand.
3. The rest of your plate will consist of a variety of high octave carbs. Strive to get a colorful combination of foods. The more colors (green, red, purple, orange, yellow) the greater your nutrient intake.

What are High Octane Carbs?

High octave carbs are carbohydrates such as fruits, vegetables and some complex sources like sweet potatoes and brown rice. The distinguishing characteristic of high octave carbs is that they are unprocessed and close to their natural source. For example, having a fresh salad full of crisp greens, peppers and tomatoes is a high octane carb. A bag of veggie chips is not.

If it can stay on a shelf and not rot within 4 days, then it is not a high octane food. It is a poison.
## Food List

Now simply choose from the list below to create your own meals. Be sure to check out the recipe section for even more great options.

<table>
<thead>
<tr>
<th>Lean Proteins</th>
<th>High Octane Carbs</th>
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<tbody>
<tr>
<td><strong>Meat &amp; Eggs</strong> (cage free, free range are always the best options)</td>
<td><strong>Any vegetable</strong></td>
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<tr>
<td>• Eggs (1 whole egg and 4 whites)</td>
<td>• arugula</td>
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<td>• Chicken breasts</td>
<td>• avocado</td>
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<tr>
<td>• Chicken tenderloins</td>
<td>• bok choy</td>
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<tr>
<td>• Turkey breast</td>
<td>• broccoli</td>
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<tr>
<td>• Ground turkey breast</td>
<td>• brussels sprouts</td>
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<tr>
<td>• Buffalo tenderloin</td>
<td>• carrots</td>
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<tr>
<td>• Ground buffalo</td>
<td>• cauliflower</td>
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<tr>
<td><strong>Seafood</strong> (wild caught is best)</td>
<td>• celery</td>
</tr>
<tr>
<td>• Salmon</td>
<td>• cucumbers</td>
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<tr>
<td>• Grouper</td>
<td>• eggplant</td>
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<tr>
<td>• Tilapia</td>
<td>• garlic</td>
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<tr>
<td>• Tuna</td>
<td>• lettuce</td>
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<tr>
<td>• Shrimp</td>
<td>• onions</td>
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<tr>
<td>• Scallops</td>
<td>• peas</td>
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<tr>
<td>• Lobster</td>
<td>• tomatoes</td>
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<tr>
<td>• Crab</td>
<td>• salsa</td>
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<tr>
<td><strong>Supplements</strong></td>
<td>• spinach</td>
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<tr>
<td>• Formula-1 Protein Powder</td>
<td>• squash</td>
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<tr>
<td>• Post Training Protein Powder</td>
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<td>• Phase 1 Detoxification Powder</td>
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<tr>
<td><strong>Nuts &amp; Seeds</strong></td>
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<tr>
<td>• Almonds (raw)</td>
<td><strong>Complex carbs</strong></td>
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<tr>
<td>• Almond butter</td>
<td>• brown rice</td>
</tr>
<tr>
<td>• Chia seeds</td>
<td>• acorn, butternut squash</td>
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<tr>
<td>• Chickpeas</td>
<td>• sweet potatoes</td>
</tr>
<tr>
<td>• Hummus</td>
<td>• white potatoes</td>
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<tr>
<td>• Pumpkin seeds</td>
<td>• beans, lentil</td>
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<tr>
<td>• Sunflower seeds</td>
<td>• beans, kidney</td>
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<tr>
<td>• Tahini (sesame butter)</td>
<td>• quinoa</td>
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<tr>
<td></td>
<td>• millet</td>
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<tr>
<td></td>
<td><strong>Fruits</strong> (low glycemic choices are best)</td>
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<td></td>
<td>• blueberries</td>
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<td>• cherries</td>
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<td>• strawberries</td>
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<td>• raspberries</td>
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<td>• apples</td>
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<td>• pears</td>
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What poisons...ahh... I mean foods you must avoid during the seven-day challenge?

- Avoid processed foods like candy, sodas, potato chips, etc.
- Avoid the white death...sugar and flour.
- Avoid all wheat products like breads, cereals and pasta
- Avoid all dairy products such as milk, cheese and yogurt
- Avoid all Fast Food. (Yes, even the chicken salad at McDonald’s)

Sample Menus

**Day One:**

Breakfast: Scrambled eggs (1 whole egg & 4 egg whites), ½ avocado
Snack: 20 raw almonds & organic apple
Lunch: Grilled chicken breast over bed of baby spinach w/ extra virgin olive oil & lemon
Snack: 1 scoop of Formula-1 with 1 Tbsp Almond butter
Dinner: Turkey southwestern style (see recipe below)
Evening: Apple slices with cinnamon and 1 Tbsp almond butter
Post-workout shake (Protein with Greens)

**Day Two:**

Breakfast: organic chicken sausage and strawberries
Snack: Formula-1 – Snickers Shake (see recipe below)
Lunch: Blackened Shrimp Salad with balsamic vinaigrette
Snack: Tuna Salad & Organic Pear
Dinner: Grilled salmon w/ sautéed peppers/basil/garlic

**Day Three:**

Breakfast: Diana’s Millet Muffins (see recipe below)
Snack: Formula-1 Protein (chocolate with 1 Tbsp almond butter)
Lunch: Grilled chicken breast over bed of baby spinach w/ extra virgin olive oil & lemon
Snack: Roxy’s Snickers Shake (recipe below)
Dinner: Grilled chicken w/ a sweet potato and large green salad with lemon and 1 Tbsp olive oil
Post-workout shake (BB3 Formula-1 Protein with 1 Tbsp Greens-X)
Day Four:
Breakfast: BB3 Shot of Whoop Ass! (see recipe below)
Snack: Organic Apple & 20 raw almonds
Lunch: Grilled Salmon over bed of field greens with lemon and 1 tsp. olive oil.
Snack: LARA bar (readily available at Whole Foods and other markets)
Dinner: Rotisserie chicken breast w/ asparagus
Dessert: Protein bar from Whole Foods or Trader Joe’s

Day Five:
Breakfast: Scrambled eggs (1 whole egg & 4 eggs whites), ½ avocado
Snack: Berry Blast Shake (see recipe)
Lunch: Grilled chicken & asparagus w/ 20 raw almonds
Snack: BB3 Shot of Whoop Ass
Dinner: Scrambled eggs (1 whole egg & 4 egg whites) w/ spinach & sweet potato
Dessert: 2 stone ground millet muffins
Post Workout Shake: Chocolate Mint Shake (see recipe below)

Day Six:
Breakfast: 1 stone ground millet muffin, protein shake, 15 raw cashews
Snack: Funky Monkey Shake (see recipe)
Lunch: Tongol Tuna w/ chopped basil, apple, pear (all mixed together) served on a bed of romaine lettuce.
Snack: Chocolate Mint Shake (recipe below)
Dinner: Seared Ahi Tuna w/ steamed broccoli & salad w/ oil & vinegar dressings
Dessert: 2 stone ground millet muffins

Day Seven:
Breakfast: Scrambled eggs (1 whole egg & 4 eggs whites), ½ avocado
Snack: Protein Shake w/ 20 raw almonds
Lunch: Grilled grouper w/ lemon & butternut squash/sweet potato
Snack: Tuna salad with organic grapes
Dinner: Grilled chicken w/ steamed broccoli & sautéed basil/garlic
Dessert: Protein bar from Whole Foods or Trader Joe’s
Day 1

“It is not the body that fails first, it is always the mind.” – Arnold Schwarzenegger

Your Action Steps for Today:

- Complete the 5 Steps to Creating Lasting Physical Change section.
- Drink ½ your bodyweight in oz. of water
- Complete 10 minutes of Cardio.
- Complete your food journal below.
- Write your Goal in the box below.

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“Let your greatness shine so sparks are ignited throughout the world!”-Marlon Smith
Day 2

“I hated every minute of training, but I said, "Don’t quit. Suffer now and live the rest of your life as a champion."” – Muhammad Ali

Your Action Steps for Today:

- Eat a High Octane Meal every 3 hours. (Hint: be sure to plan ahead)
- Drink ½ your bodyweight in oz. of water.
- Complete 15 minutes of Cardio.
- Complete your food journal.
- Write your Goal in the box below. See it in your mind!

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Day 3

"Dreams will get you nowhere, a good kick in the pants will take you a long way." – Baltasar Gracian

Your Action Steps for Today:

- Eat a High Octane Meal every 3 hours. (Hint: be sure to plan ahead)
- Drink \( \frac{1}{2} \) your bodyweight in oz. of water.
- Complete 15 minutes of Cardio.
- Complete your food journal.
- Write your Goal in the box below.
- Perform Resistance Training.
- Visualize yourself having already achieved your physical goal for 5 minutes.

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Day 4

“An adult laughs an average of 15 times a day. A pre-schooler laughs an average of 400 times...the moral is: Yield to the child within you.”-BB3

Your Action Steps for Today:

- Eat a High Octane Meal every 3 hours. (Hint: be sure to plan ahead)
- Drink \( \frac{1}{2} \) your bodyweight in oz. of water.
- Complete 15 minutes of Cardio.
- Complete your food journal.
- Write your Goal in the box below.
- Visualize yourself having already achieved your physical goal for 5 minutes.
- Plan and Prepare for tomorrow.

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Day 5

"I am here for a purpose and that purpose is to grow into a mountain, not to shrink to a grain of sand. Henceforth I will apply ALL my efforts to become the highest mountain of all and I will strain my potential until it cries for mercy." - Og Mandino

Your Action Steps for Today:

- Eat a High Octane Meal every 3 hours. (Hint: be sure to plan ahead)
- Drink \( \frac{1}{2} \) your bodyweight in oz. of water.
- Complete 15 minutes of Cardio.
- Complete your food journal.
- Write your Goal in the box below.
- Perform Resistance Training.
- Visualize yourself having already achieved your physical goal for 5 minutes.
- Plan and Prepare for tomorrow.

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Day 6

“No citizen has a right to be an amateur in the matter of physical training...what a disgrace it is for a person to grow old without ever seeing the beauty and strength of which the body is capable.”-Socrates

Your Action Steps for Today:

- Eat a High Octane Meal every 3 hours. (Hint: be sure to plan ahead)
- Drink ½ your bodyweight in oz. of water.
- Complete 20 minutes of Cardio.
- Complete your food journal.
- Write your Goal in the box below.
- Visualize yourself having already achieved your physical goal for 5 minutes.
- Plan and prepare for tomorrow.

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Day 7

“Never, Never, Never Give Up!” – Winston Churchill

Your Action Steps for Today:

- Eat a High Octane Meal every 3 hours. (Hint: be sure to plan ahead)
- Drink ½ your bodyweight in oz. of water.
- Complete 20 minutes of Cardio.
- Complete your food journal.
- Write your goal in the box below.

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Diana’s Millet Muffins

Makes about 10-12 muffins

Ingredients:
- 1 Cup “Bob’s Red Mill Whole Grain Millet Flour: Stone Ground” (Whole Foods Market)
- 1 Cup unsweetened organic apple sauce
- 1 organic whole egg & 9 egg whites
- 1 scoop of vanilla protein powder (only medical grade protein)
- ¼ Cup of sliced almonds
- 1 tablespoon of organic agave nectar/syrup
- 2 teaspoons of organic vanilla extract
- 1 organic smashed banana
- Cinnamon (as much as desired)

Instructions:
1. Thoroughly mix all ingredients together in a large bowl
2. Pour batter into a previously greased (organic pam olive oil spray) cupcake sheet.
3. Bake @ 350-375 temperature for 25-30 minutes

Diana’s Millet Muffin Nutrition Facts
Serving size: 1 muffin
Calories per serving: 61 calories
Protein: 4.3 grams
Carbs: 7.8 grams
Fat: 1.2 grams

Turkey Southwestern Bowl

Serves 2-4

Ingredients:

- 1 lb. Ground Turkey Breast
- 1 packet low sodium Taco seasoning
- 2 C. chopped vegetables (choose 2 or more from the high octane carb list)
- 1 tsp. Coconut Oil
- 2 T. Organic Salsa

Instructions:

1. Place a skillet on Medium heat
2. Add 1 tsp of Coconut Oil to prevent sticking and to add potent health benefits
3. Chop 1-2 Cups of your favorite high octane vegetables and add to skillet
4. Then break up Ground Turkey breast into small chunks and add to separate skillet.
5. Cook over Medium heat covered until top whitens.
6. Then uncover and flip over.
7. Stir in taco seasoning.
8. Cook until finished
9. Mix in vegetables and then serve on a bed of romaine lettuce.
Berry Blast Power Shake

Ingredients:

- 1 scoop BB3 Strawberry Formula-1
- 1 cup frozen organic mixed berries

Instructions:

1. Add 10 oz. of water to blender.
2. Add 1 scoop Strawberry Formula-1 and 1 cup mixed berries.
3. Blend on High for 1 minute.

Funky monkey Shake

Ingredients:

- 1 scoop BB3 Chocolate Formula-1
- ½ organic banana
- 1 tsp. almond butter
- 1 ice cube

Instructions:

1. Add 8-10 oz. cold water to blender.
2. Add all ingredients.
3. Blend on High for 30 seconds.
Roxy’s Snicker’s Shake

Ingredients:

• 1 ½ scoops BB3 Chocolate Formula-1
• 2 tsp. Sugar Free Caramel Syrup
• ¼ C. Slivered Almonds
• 2 ice cubes

Instructions:

1. Pour 8 oz. of cold water into blender.
2. Add 1 ½ scoops of BB3 Chocolate Formula-1.
4. Blend on Medium speed and while blender on add the ice cubes.
5. Keep covered and blend on High for 1 minute.

BB3 shot of Whoop ass

Ingredients:

• 2 scoops BB3 Phase I Detoxification Powder
• 1 C. frozen organic blueberries
• 1 scoop Biotics Research Nitro Greens

Instructions:

1. Place 10 oz. of cold water in blender.
2. Add 2 scoops of Phase I Detox powder.
3. Add 1 C. frozen blueberries.
4. Add 1 scoop of Nitro Greens.
5. Blend on high for 30 seconds.
Chocolate Mint Post-Workout Shake

Ingredients:

• 1 scoop of BB3 Chocolate Formula-1

• 1 T. BB3 Greens-X (mint flavored fruit & vegetable complex)

• 2 ice cubes or cold water

Instructions:

1. Place 10 oz. of cold water into a blender or shaker cup.
2. Add 1 scoop of BB3 Chocolate Formula-1.
3. Add 1 T. of BB3 mint flavored Greens-X.
4. Shake vigorously for 30 seconds.
Congratulations!

Let me be the first to congratulate you on your success. Completing the seven-day challenge is a significant accomplishment and a sign that you are not just a dreamer or a person who merely talks. You are a person of action…an achiever.

You are now ready to take your next step. In the next chapter you will find out where to take it from here. If you are still not sure then go to www.BillyBeck.com and shoot me an e-mail from there. Again congratulations!

Now stay on the course and strive to achieve your all-time best body!

Live Greatly,

BB3

Billy Beck III

Free Beer Guarantee

At BB3 Personal Training and Performance Center we have a special guarantee that I am extending to you. If you successfully complete the seven-day challenge and do not feel healthier, stronger and more energized then I will give you a free case of beer and even throw in a bag of potato chips. Simply mail in your completed food journal and we will give you the fat belly and cellulite producing combo meal.