

# ACTIVATE

## 12-WEEK 'UN-DIET' PLAN



# THE BOLD & BRAZEN

16-Week Transformation Program

|                         |                                                                                                                                                                                                                                                      |                                                                                                                                                                                                |                                                                                                                                                     |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Type</b>             | Lifestyle plan                                                                                                                                                                                                                                       | Lifestyle Plan, Habit-Based Coaching                                                                                                                                                           | 360 Transformation                                                                                                                                  |
| <b>Length</b>           | 12 weeks                                                                                                                                                                                                                                             | 1 year                                                                                                                                                                                         | 16 weeks                                                                                                                                            |
| <b>Post Program</b>     | Option to renew at a discounted rate for an additional 12 weeks                                                                                                                                                                                      | Option to renew for another year after completion                                                                                                                                              | 16 post program check points                                                                                                                        |
| <b>Communication</b>    | Email: One email every four weeks with checkpoints (pictures, measurements, and questions)<br>Calls: Initial consultation<br>Texting: Not included<br>Questions can be asked through the private Facebook group and as part of the weekly Q&A videos | Email: As per lessons. Lessons arrive daily for one full year<br>Calls: Initial consultation plus a 30 minute check-in call as needed<br>Texting: Not included                                 | Email: One per week<br>Calls: Initial consultation plus two additional calls<br>Texting: One daily text                                             |
| <b>Type of Coaching</b> | Group support through a private Facebook group                                                                                                                                                                                                       | One-on-one through the ProCoach Curriculum platform                                                                                                                                            | One-on-one with your coach                                                                                                                          |
| <b>Check Points</b>     | Every four weeks via email with pictures, weight, measurements, and any questions. Exercise and nutrition plan is adjusted accordingly.                                                                                                              | Every two weeks via the ProCoach platform, pictures, measurements and weight are uploaded. Platform will calculate your loss and provide comparison charts. Nutrition is adjusted accordingly. | Every four weeks via email with pictures, weights, measurement, and any questions. Exercise and nutrition plan is adjusted according to your needs. |
| <b>Nutrition</b>        | Individualized macronutrient approach                                                                                                                                                                                                                | Individualized portion control approach adjusted as needed                                                                                                                                     | Individualized portion control, adjusted every four weeks                                                                                           |
| <b>Exercise</b>         | Lean and Mean: 30 Minute Workout Program                                                                                                                                                                                                             | Option to successfully complete the program with no exercise plan or with the Lean and Mean: 30 Minute Workout Program                                                                         | Individualized workout program created just for you or the Lean and Mean: 30 Minute Workout Program                                                 |
| <b>Mindset</b>          | Weekly articles and group discussions & sharing                                                                                                                                                                                                      | Transformation through lessons and one-on-one dialogue with your coach                                                                                                                         | Through the Beyond the Weight Program (Weekly worksheets for 16 weeks)                                                                              |
| <b>Cost</b>             | \$500 plus tax (ask about discounts)                                                                                                                                                                                                                 | \$1250 plus tax for the full year (ask about our money back guarantee)                                                                                                                         | \$800-\$900 plus tax (ask about discounts)                                                                                                          |