

BE A PART  
OF  
SOMETHING  
MUCH  
BIGGER THAN  
YOURSELF

PLEASE JOIN US!  
♥ take the challenge! ♥





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**SURROUND YOURSELF**  
with those who  
**PUSH YOU**  
**CHALLENGE YOU**  
**MAKE YOU BETTER.**

**MOTIVATE,**  
**ENCOURAGE AND**  
**EMPOWER**  
**EACH OTHER.**

**ACCOUNTABILITY**  
is the glue  
that ties  
**COMMITMENT**  
to results.

# WHAT IS A CHALLENGE GROUP?

A challenge group is an amazing place filled with motivation, inspiration, love, knowledge and all the support needed to reach goals you've only dreamed of!

In it's essence, it is an online, completely digital health and wellness challenge held in a private Facebook Group, Page or in a Fitness Tracker App. In the group, I will coach you along with other like minded individuals with exercise & nutrition. Everyone in the group also supports and motivates each other to achieve their health and fitness goals by sharing tips, results, checking in and staying accountable. It is really like a team effort of commitment to success while on our journeys!

The exact specifics of how the challenge will be ran can vary each time and is determined by me as your coach. Most often we will have daily inspiration, staying on track tips, recipes, help with workouts and is a great place for any and all questions related to health & fitness. For incredible results, we will use the workout & nutrition programs I find most effective and that will be fit for your individual goals.

I may also run contests and offer prizes too! It's like the ultimate support group for your health & fitness goals!

Sometimes the smallest step in the right direction ends up being the **BIGGEST** step of your life. Tip toe if you must, but take that first step.



## WHY SHOULD I JOIN?

Because it's an incredible and completely safe place filled with tons of accountability and daily motivation. Priceless support from myself AND other challengers. One of the most powerful communities where you can fellowship with others who are on the same journey, and make new fit friends! We're like FAMILY! You will never feel alone!

A way to build your confidence and step outside your comfort zone in more ways than one without even leaving your home! Gain access to delicious and healthy meal plans, recipes, tips to live a more fulfilling life and so much more!

Don't forget about the victories you'll accomplish like inches lost, looser pants, more endurance, people noticing your healthy glow, you feel better, you have more energy, you can lift heavier and you are healthier! Every accomplishment starts with the decision to TRY!

**WELLNESS** **FUN** *self-love* **REWARDS** **HOPE**  
**HEALTHY MEAL PLANS** **FITNESS TIPS** **MOTIVATION**  
**BUILDS CONFIDENCE** **ACCOUNTABILITY** **friends**  
**RECIPES** **CHALLENGE GROUP**  
**POSITIVITY** **ENCOURAGEMENT**  
**ALL-ONLINE GROUP** **EMPOWERMENT**  
**NUTRITION** *growth* **HEALTHY HABITS** *support*

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I'm not  
telling you it's  
going to be  
**EASY...**  
I'm telling  
you it's going  
to be  
**WORTH IT!**

.....

## WHAT'S IN IT FOR ME?

- ♥ FREE COACH AND POSITIVE SUPPORT SYSTEM
- ♥ DAILY TIPS ON NUTRITION AND FITNESS
- ♥ POWERFUL MOTIVATION AND PERSONAL DEVELOPMENT
- ♥ HEALTHY HABITS AND GOAL ORIENTED
- ♥ ENCOURAGEMENT AND ACCOUNTABILITY
- ♥ LIKE MINDED TRIBE WORKING TOWARDS SIMILAR GOALS
- ♥ CHANCE TO WIN CASH AND PRIZES!



# GOING TO THE GYM

VS

# CHALLENGE GROUP

Application/Joining Fees \$50+  
Monthly Fees \$20+  
Gas Costs Driving To and From



**COST \$**



One Time Cost \$140-\$205  
Depending on Challenge Pack

Traveling To and From  
Waiting For & Sharing Equipment  
Working Out on Gym's Time



**TIME**



Depends on Workout, 10-60 Minutes  
Workout Anytime, Anywhere!

Depends on the Gym & Equipment  
You Pay For What You Get



**QUALITY**



Personal Trainer in Your Home  
Pushing You to Your Limits  
Specially Designed Workouts to  
Maximize Results for Your Fitness Needs

Random Staff  
Sign Up For Classes  
Pay Extra for Trainer



**SUPPORT**



Daily Motivation  
Group Accountability  
Positive Support System  
Free Coach

Wellness Coach if Available  
Otherwise on Your Own



**NUTRITION**



Superfood Nutrient Dense Shake  
Nutrition Tips & Portion Control  
Clean Eating Meal Plans & Recipes

## overall summary

If going to the gym is your thing, then seriously that's great! Some people love to get out and need interaction in a public place to meet their health goals. Personally it doesn't work out well for me. I struggled paying to drive somewhere to use germ-ridden equipment without guidance, unless of course, I could splurge for a trainer.

I would also get anxiety as I was getting ready to go to the gym. Self-conscious about others looking at me and never felt I could fully let loose and go hard in my workouts. I love being able to workout at home in my own personal space at my own convenience. Then the accountability of checking in online with all my friends keeps me motivated and still have that sense of community and connection -- I am not alone in this!

I love the wide range of workouts and how they are laid out for me, super effective and quick. Just can't go wrong with awesome workouts, yummy Shakeology to fuel my body afterwards, PLUS you get me to coach you and cheer you on every single step of the way!!

*i'm here to help!*



Team Rise & Shine





# CHANGE NOTHING *and* NOTHING CHANGES.

♥ TAKE THE CHALLENGE ♥

Are you ready to make the change and take the challenge? Receive all this and more when you sign up!



**PRIVATE ACCOUNTABILITY AND SUPPORT GROUP**



**MONTH SUPPLY OF SUPERFOOD SUPPLEMENT SHAKES**



**EFFECTIVE WORKOUT PROGRAM ALL LAID OUT FOR YOU**



**CLEAN EATING NUTRITION PLAN AND PORTION CONTROL**



**FREE COACHING FROM YOURS TRULY**



Team Rise & Shine



**GOOD  
THINGS  
COME TO  
THOSE  
WHO  
#PUSHPLAY**

**SAVE YOUR  
SPOT NOW!**

## **ARE YOU READY??!**

You can accomplish anything you set your mind to! If you're ready to invest in yourself please fill out this form and return it to me!

1. Do you currently have a Health & Fitness Coach?
2. Do you currently own any workout programs? If so, which one?
3. What are your health & fitness goals?
4. What do you currently do for exercise?
5. What are your greatest struggles?
6. What motivates you to live a healthy lifestyle?
7. When are you ready to start?



*I can't wait to chat more with you about your goals!*



From personal experience, I know that when you invest in your health it makes everything easier. Please reach out to me with any questions at all, I am here to help you become the best version of yourself and to cheer you on each step of the way! If you know someone else who would love to join in with you or join my next challenge, feel free to pass this guide along to them or have them reach out to me. We are in this together! Accountability is key! XOXO - Danielle Mckean

talk to me: DANIELLE MCKEAN

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Team  
Rise & Shine



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