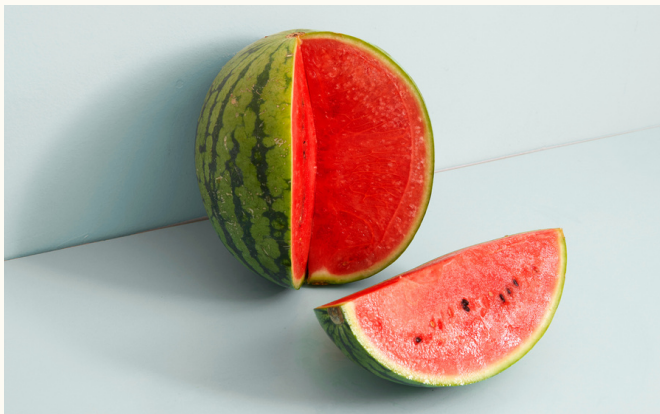


14 day weight loss challenge

Here you'll find everything you need to start burning fat fast!



www.elixan.co.uk

The 14-day plan starts with a large calorie drop and light exercise. This should kick start your weight loss.

However, it means you are on a low calorie diet for days 1-5.

We then increase your calorie intake by 300 calories at days 6-9, before increasing your calorie intake again by another 300 calories at days 10-14.

During days 10-14, you will be close to, or at, a sustainable calorie intake for weight loss. We will therefore, have increased your exercise intensity during this period too.

Of course, this isn't a personalised plan but one that will get you very close to where you want to be.



End Goal

- To get you burning fat FAST in the next 14 days.
- Gradually raise your calorie intake with you still burning fat.
- Finish the challenge at day 14 so you are set with a sustainable calorie intake and exercise plan to take yourself forward.
- Lose 5-6 pounds / 2.5kg of weight in the next 14 days – hopefully more!

The Plan



Stick to the plan for 14 days, everything is set out for you meal by meal and workout by workout.

Calories

Calorie intake is the most important aspect to address when you FIRST start a weight loss programme. If you have no idea of how much you are eating, or what your portion sizes should be, then you could simply be over-eating without realising it.

Of course, that can lead to further weight gain but often it can mean a plateau in your weight loss, despite you thinking that you are eating well.

Fortunately, we have taken care of that for you! So, even if you only take one thing from this challenge it's that you will understand how much you should / need to be eating.

Just to remind you:

We start you at 1000 calories for days 1-5. Men are at 1500 calories.

Days 6-9 we increase your intake by 300 calories. Women now 1300 calories and men 1800 calories.

Days 10 – 14 we increase your calorie intake again by 300 calories. Women now 1600 calories and men now 2100 calories.



Macronutrients

Macronutrients are carbohydrates, protein, and fats.

The biggest and best advice we ever give people is to eat fresh, natural food. If you do this, you will regulate your appetite and will manage your weight really well.

A sustainable dietary approach for most people will mean carbs, protein, and fats at your main meals.

If your meals are all from fresh, natural food choices, and you understand your calorie / portion size then you are 90% (probably more than that) in the right place.

Everything else you read or hear is side noise. Start here and then you can tweak things as needed.

Focusing on the quality of your food is simply your biggest goal, and the one that will produce the best results.

During the initial calorie drop we keep carbs in at your breakfast and lunch, but remove them at your evening meal - this is only for 5 days.

This is a demanding phase but, remember, it's very short! Yes, you will be hungry so, of course, it's not sustainable but it will be effective for you losing weight in the next 14 days!

Snacks

Weight loss works great with 3 meals per day, with small snacks ONLY if needed. But, simply, periods of time without food will help manage your insulin levels, appetite, and weight loss.

However, during the next 14 days just stick to the meal plan.



Micronutrients

Micronutrients are vitamins and minerals and for some reason are never really talked about as necessary for weight loss.



Let's take refined food such as a take-out pizza as an example. It feels a "gap" in terms of calorie intake but doesn't usually satisfy the body. Why? Because the body needs fuel in terms of carbs, protein, and fat but is ALSO needs nutrients to satisfy its needs.

That's often why we end up with cravings, we have supplied the body with calories (the pizza) but not satisfied the needs of the body with nutrients.

Food Swaps

During the 14 days follow the meal plan.

Long term, of course, you should still enjoy the occasional chocolate cake or bowl of ice cream.

The best way to do this and keep to portion sizes are food swaps, well really carb swaps.

Simply, avoid the carbohydrates in your main meal and save your carb portion for the piece of cake. This keeps your calorie intake sensible, and allows you to enjoy some of the foods that you think you need to avoid to manage your weight.



The Workouts

The workouts are all low impact, low injury risk, and really simple for EVERYONE to follow.

Have you downloaded the excel workout plan?

And, then of course, watch the videos on the website for more guidance and you are all set!

The intensity of the workouts starts low and gradually increases as your calorie intake increases throughout the 14 days.

Injury is one of the biggest problems many people face when they start a weight loss exercise programme, usually from over doing things in the early days – normal when motivation is high!

Therefore, we start you off with a mix of home and gym sessions combining core workouts, cardio workouts, on the Cross Trainer and Bike, and various stretches.

With the right eating plan AND exercise plan you should see excellent results.



Stress, Stubborn Fat, Fatigue, & Poor Sleep

If you are under chronic stress then burning fat may not be quite as easy as eating less and moving more. In fact, restrictive dieting and intense exercise may actually be counter-intuitive.

You may not actually realise you are under chronic stress as it may have gradually and subtly entered your life and become the norm.

Along with chronic stress and difficulty burning stubborn fat, may also come poor sleep patterns, or difficult sleeping in general, and also hormonal and menstrual cycle disruptions.

If you are suffering with the above, or some of the above, then you could try the 14 days initially and see if it yields results.

However, in many cases weight loss may not actually be the problem - addressing the underlying causes is key to your success.

Therefore, if you really are struggling to burn stubborn fat despite doing all the “right things” regarding eating and exercise, we have another type of personal Coaching targeted towards improving hormonal imbalances, better sleep, managing stress levels, and burning stubborn fat.

This type of programme requires a personal approach, contact us info@elixan.co.uk for more information.

All said, the majority of women will do incredibly well by eating fresh, natural food, and regularly exercising.

Try the 14 day programme first.



Metabolism

Speeding up your metabolism is a great way to turn your body into a fat burning machine. That's right, burn fat whilst you are sitting at your desk all day. This requires a degree of consistent work.

But, a high metabolism literally goes around burning up fat.

There are several ways to do this:

One: Is via High Intensity Interval Training (HIIT) – the same as regularly doing the Cross Trainer and Bike interval sessions included in this plan. Keep these low impact.

Two: Is building lean muscle tissue, this takes a little longer to achieve with strength training but produces great results in the long term.

Combined HIIT and strength training is an excellent way to lose weight, burn fat, and manage your weight for life.

You can achieve this with the right training plan about 3 times per week at the gym.



Making Change, Commitment, & Dedication

Lifestyle changes take time and are never linear. The goal is to live intuitively. But, initially when you are focused and motivated following a structured plan can be incredibly effective at getting fast results.

When making change, some people like wholesale changes whereas others prefer small and gradual.

Our advice is, if you are feeling motivated...go BIG! Get results fast and then after a period of time, say 6-12 weeks, revert back to smaller, more sustainable changes.

It's perfectly normal and common to find yourself fluctuating through phases of change so don't be too hard on yourself.

Of course, if you find yourself continually in negative phases of change then it might be sensible to speak to a professional to work through any issues that may need addressing.



Self-Discipline

Yes, choosing healthy food options and choosing to exercise regularly requires self-discipline. But, remember, self-discipline isn't negative or a form of punishment.

It just says I'm happy and committed to the choices I make and those choices bring positivity to my life. Self-discipline is rewarding and puts you in control.



A few quick things I hear regularly that I want to address:

Saying “I’m never eating chocolate or cake again”. Of course, this is never practical but even worse psychologically it sets you up for failure.

If you want to cut back on these types of food try something like “I will enjoy a small chocolate bar or piece of cake twice a week” this way it’s positive, achievable, and completely guilt free.

You can always use the food swap tactic above:-)

Saying “I’ve failed” and becoming upset and disillusioned if you’ve had a “bad” day or week with your eating or exercise choices.

Who cares if you have had a “bad” day or week! And, should “bad” days even be called bad days?

We all have days or weeks where best laid plans don’t quite materialise, so lets’ just put it down to being part of life!

Therefore, don’t dwell on things that you may perceive as negative, just get back to your positive choices as soon as you can.



Check List!

- Watch the explainer videos on our website.
- Download your excel workout sheet and 14-day eating plans.
- Share with all your friends and family!
- Complete the 14 day plan & lose weight FAST!
- Use the 1600 calorie meal plan (2100 for men) to manage your weight sustainably going forward.
- Need more support? Continue reading.



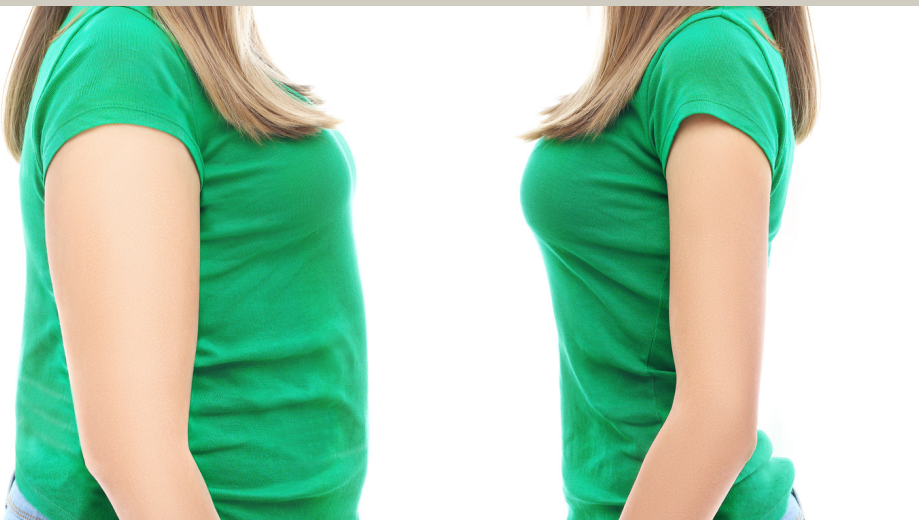
Coaching - The Full Programme

Do you want to accelerate your weight loss further?

Long Term Results



- 12 week coaching, 2 blocks of 6 weeks
- Follows on from the 14 day plan
- Our 12 week plan is all set, we know it works!
- But, personalised coaching is exactly that, we can adapt it to suit you
- Weekly video progress calls and 24/7 text / phone support
- We are there by your side every step of the way



Coaching Pricing & Guarantee

- £1200 for 12 weeks - £14 per day
- 4 affordable monthly payments
- Satisfaction Guarantee - not happy with the service you received? Then we will refund you in full.

Complete the 14-day plan

Then, contact us at
info@elixan.co.uk and
we will get you started
ASAP

We work with motivated clients who
really want to succeed!